# MAIR MALLAMID DINITIE PAUGUST DINITIE PAUGUST 1.9.1.6



This advertisement is inserted

Merely to keep our name before you

And not for the purpose of soliciting
trade.

However, we are in fairly good supply
Of such colors as the market affords,
As well as some specialties,
Now difficult to obtain.

We shall, therefore, as ever, be glad

To give your inquiries our prompt
attention.

And place our services at your disposal.



# Sigmund Ullman Co.

New York Chicago Cleveland

# 

# Make the Certainty of Butler Brands" YOUR Asset

To hit the nail squarely on the head takes practice, and just so it takes practice to pick out a Cardboard or Bristol stock that would exactly fit a specific purpose.

Practice is another word for experience. When a buyer says he has been "thru the mill," you know that his experiences have cost somebody something. Right here we want to emphasize this point: The Butler Cardboard and Bristol line is a big line; it comprises good stock of every description for every purpose for which stock of this kind is used.

You can get from here exactly what you want. No costly experiences to go thru. "Butler Brands" are "custom made" to fit, and we stand back of them. What are your needs?

#### DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co		. Milwaukee, Wis. Sierra Paper Co Los Angeles, Cal.
Missouri-Interstate Paper Co.		Kansas City Mo. Central Michigan Paper Co Grand Rapids, Mich.
Mississippi Valley Paper Co.		. St. Louis, Mo. Mutual Paper Co Seattle, Wash.
Southwestern Paper Co		. Dallas, Texas Commercial Paper and Card Co New York City
Southwestern Paper Co		. Houston, Texas American Type Founders Co Spokane, Wash.
Pacific Coast Paper Co		San Francisco, Cal. National Paper & Type Co. (Export only) . New York City
		National Paper & Type Co
20.00		National Paper & Type Co City of Mexico, Mexico
RILER OBLECT		National Paper & Type Co Monterrey, Mexico
		National Paper & Type Co Guadalaiara, Mexico

National Paper & Type Co.

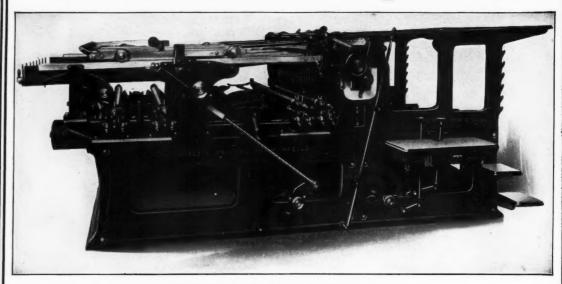
ESTABLISHED

5-1

W-Butler Paper Company Giago

Buenes Aires, Argentine Republic

# The Babcock "Optimus"



#### THE OPTIMUS DELIVERY

The Optimus Printed-Side-Up Front Delivery—the first successful printed-side-up delivery—has never been equaled.

No adjustments are needed for different sizes or qualities of paper, from tissue to cardboard. Slip-sheeting is eliminated, save when a very heavy body of ink is used or with certain colors in process printing.

#### THE OPTIMUS DELIVERY

Is the simplest, the most convenient and most satisfactory delivery ever built into a flat-bed press. Tapes and guides are instantly adjustable crosswise without the use of tools and always stay where placed.

On all large sizes the driving mechanism is underneath the carriage, out of the way, which obviates all danger from carelessness in handling and makes the slip-sheeting attachment perfectly accessible. Large, easy-rolling carriage wheels on wide tracks give a firm, smooth-running carriage. Our Patented Automatic Tight-eners keep the tapes at an even tension.

Every printed sheet is in full view of the feeder and pressman for more than a complete revolution of the cylinder and the printed surface is not touched until the next sheet is dropped upon it.

#### THE OPTIMUS DELIVERY IS FAULTLESS

See it at work and write us.

#### OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT

# The Babcock Printing Press Manufacturing Company

NEW LONDON, CONN.

38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
Miller & Richard, General Agents for Canada—Toronto, Ontario; Winnipeg, Manitoba
F. H. Boynton, Sales Agent, 86 Third Street, San Francisco, Cal.

John Haddon & Co., Agents, London, E. C.



THERE'S an obstacle in your plant that holds you back from maximum profits. It's the human hand.

You can't remove it, even if you would, because it is essential to all progress. But, you can use it to better advantage, so that it ceases to be an obstacle and becomes instead a boost.

A machine can never displace the human hand. But a machine can uplift, dignify and relieve the drudgery of the hand and make it more comfortable, more productive, more efficient, more valuable and more prosperous.

Analysis shows that hand-fed Cylinder Presses are not as profitable as many printers suppose. Particularly is this true in commercial plants where so much time is lost in getting ready for the runs.

The only way that this lost time can be made up is by running the presses at top speed.

Cross Continuous Feeders work accurately at the maximum speed of the press, increasing the output fully 30% over hand-feeding.

This increase of output in a year would be worth to you probably \$1,000, as against a cost of only \$250 for maintenance and operation. You might as well have that extra \$750 in your pocket.

Are you willing to be shown the facts? If so, send us a postal. No obligation involved.





#### DEXTER FOLDER COMPANY

Paper Folding, Feeding, Binding, Cuttir;, Bundling Machinery

New York Chicago Philadelphia

Boston Detroit Atlanta Dallas San Francisco Toronto

# DIRECT ADVERTISING IS PRINTED SALESMANSHIP

Direct Advertising should be judged like a human salesman, by Results—Goods Sold

If your Direct Advertising is to Sell Goods, it must have a pleasing appearance, an attractive personality. You can't expect results from a colorless, impersonal human salesman, can you?

You can't expect results if you give the printed salesman a handicap the human salesman can't carry.

If you want to put personality into your Direct Advertising, take advantage of the beautiful Monotype faces.

If you want your printed salesmanship to be like your personal salesmanship—attractive and crisp use new type for every job.

In short, if you want your printed matter to be dressed with style and distinction—as well as a Fifth Avenue tailor could dress you—Specify Monotype Composition for your printing.

Say "M.M."—Must Monotype—and the good printer in your town will give you what you want.

#### LANSTON MONOTYPE MACHINE CO · PHILADELPHIA

BOSTON: Wentworth Building

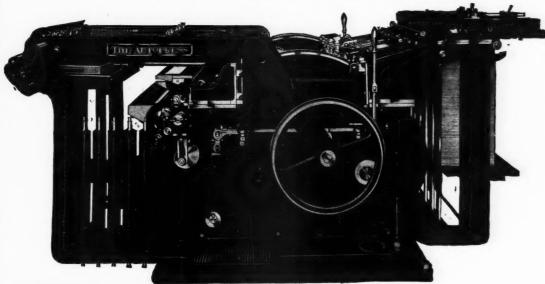
New York: World Building CHICAGO: Rand-McNally Building TORONTO: Lumsden Building

HAVANA: A. T. L. Nussa, Aguiar 110, Agent for Mexico, Central America, and the West Indies

Ask for a copy of The Why of a House Organ and Direct Advertising Copy

# THREE WONDER-WORKERS

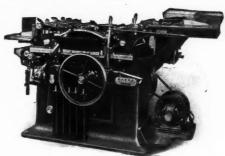
For Pressroom Profits and Efficiency



THE MODEL "CC" AUTOPRESS-SIZE OF SHEET, 14 x 20 INCHES



Where long runs lead, this splendid machine can reduce huge paper stacks to nothingness in short order.



"THE BABY" CYLINDER—SIZE OF SHEET, 11 x 17 INCHES

For the printer whose work consists mainly of SHORT RUNS this press is a marvelous money-

YOU need one or more of these three flat-bed cylinder presses, unlike any other printing mechanism, in your plant. "The Baby" Cylinder (hand-feed, semi-automatic) has an output of from 3,500 to 4,500 impressions per hour; especially designed for short runs of 250 and up, but can profitably handle runs of 5,000, 10,000, 20,000 and more impressions. The Model "A" AUTOPRESS (automatic) runs at a guaranteed speed of 5,000 impressions; unexcelled for long runs, and can handle the occasional short run to advantage. The Model "CC" AUTOPRESS (automatic), 4,500 impressions per hour, is wider in range, due to larger size, and has mechanical improvements not to be found on any other printing press. All machines guaranteed as to output and finest quality.

Send for particulars about one or all presses to

American Autopress Cmpany

(INCORPORATED)

110-112 West Fortieth Street, NEW YORK CITY

# THE FRANKLIN COMPANY

DESIGNERS
PHOTO-PROCESS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS

720-734 SOUTH DEARBORN ST. CHICAGO

VIEW SOUTH ON DEARBORN ST.

# Your Stationery Should Represent Your Opinion of Your Business

THE stationery that a printing house uses should be representative. If you tell your customers that better printed matter means better business, you should prove the case by taking your own medicine. Will you fairly answer these questions? Does your letterheading represent your work and your ideals? Are you willing to say that your letterheading stands for your conception of the best the modern master printer offers?

For your use, we recommend

# Old Hampshire Bond

There is something much more significant in this recommendation than a desire to sell Old Hampshire Bond. We believe that Old Hampshire Bond represents the spirit of the new printer. It stands for quality, as against price cutting. It stands for a standard price, as against shifty estimating. It stands for thoughtful service, as against slip-shod methods. Fifteen years of advertising have told the public these things, and the benefit of the national reputation Old

Hampshire Bond holds will work for you if you give it an opportunity.

# HAMPSHIRE PAPER COMPANY

We are the Only Paper Makers in the World Making Bond Paper Exclusively

SOUTH HADLEY FALLS, MASSACHUSETTS

# GOOD PRINTING



THE INLAND PRINTER—itself the exponent of fine printing in this country—is an exhibit of the Average Quality of our Work.

While the mechanical requirements—consistent with its editorial policy—are of the very highest, no unusual nor extraordinary efforts are required on our part to meet them in every respect.

Our organization is trained to produce the best in printed matter, efficiently, economically, and expeditiously.

We can point to 30 years of past success—but an upto-the-minute organization to meet modern requirements.

> Our service department invites enquiries as to the preparation and arrangement of copy, layout or designing of Catalogues, Booklets, Circulars, Engraving, Binding or Colorwork.

## THE HENRY O. SHEPARD COMPANY

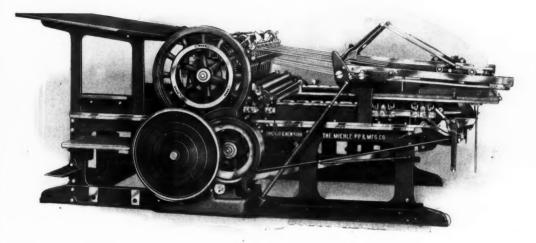
632 Sherman Street, Chicago

**PRINTERS** 

**DESIGNERS** 

**BINDERS** 

# The Michle



# The Whole Is Greater than a Part

When a machine is right in every respect, your attention is not likely to be attracted to any of its individual parts.

Any separate detail is of comparatively little importance unless it is wrong.

And a part is good only as it works harmoniously with every other part to make a perfect unit.

In the Miehle, it is not some one or other item of excellence in design or some special superiority of workmanship or material that makes the press the most perfect machine of its kind.

It is the perfect harmony of the whole, the perfect balance, that is responsible for its unequaled efficiency, its extraordinary convenience and its apparently unlimited life.

You never heard of a Miehle being scrapped.

# Miehle Printing Press & Manufacturing Co.

Manufacturers of "The Miehle" and "The Hodgman" Two-Revolution Presses

Factories: Chicago, Illinois, and Taunton, Massachusetts Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States:

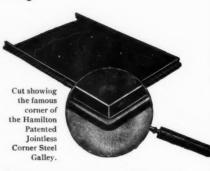
PORTLAND, OREGON . 506 Manchester Building SAN FRANCISCO, CAL. . 401 Williams Building ATLANTA, GA. . Dodson Printers Supply Company PHILADELPHIA, PA., Commonwealth Trust Building

DISTRIBUTORS FOR CANADA: Toronto Type Foundry Company, Ltd., Toronto, Canada

# The Constantly Increasing Popularity

of the Galley Storage System of Handling Standing Matter is the result of actual savings that have been effected in prominent offices by the use of this method.

Since the first successful installation of this System by us made in the office of The Savage Company in Cleveland, we have supplied hundreds of printers with equipment for this purpose. Our line not only includes a patented, one-



No. 658 Unit Steel Galley Cabinet; capacity 100 double-column steel galleys.

Send for complete information or ask your nearest dealer. This system warrants your careful consideration.

piece steel galley with jointless corners but also Cabinets for holding galleys, Imposing Tables with storage space underneath for galleys, and the latest, but not the less popular addition, are Galley Cabinets on wheels whereby 32 or 50 pages can be transferred from one part of the composingroom to another.



Cut showing Imposing Table with runs for galleys.

Enlarged view shows method of numbering each galley opening.

# The Hamilton Manufacturing Company

HAMILTON EQUIPMENTS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

# THE SCOTT ROTARY OFFSET PRESS

is just the Press for

# Illustrated Magazines and Newspaper Supplements

Be sure to obtain a copy of this week's PUCK. Examine it carefully. Note the beautiful results obtained on the illustrations and also on the type matter, on rough paper stock, by the OFFSET Method of Printing. This work was printed on Walter Scott & Co's. Rotary Offset Perfecting Press at a speed of 5,000 per hour by

#### G. Schirmer, Inc., New York

This concern also prints weekly supplements for the Springfield Republican, Springfield, Mass., and several other publications, besides its own music books and other work. This work has increased so rapidly that G. Schirmer is about to install another large Scott OFFSET Web Perfecting Printing and Folding Machine, which is about completed at the works.

#### The Columbia Planograph Co., Washington, D. C.

print an illustrated PLANOGRAVURE Supplement for the Washington (D. C.) Star. This supplement is printed on Scott Offset Presses and the work is put down on the zinc plates by the PATENTED PLANOGRAVURE PROCESS. The volume of work they are doing warrants their installing another Scott Offset Press which we are rushing to completion at our works.

## In Every Large City

there are newspaper and magazine publishers looking for either a better or more economical method of producing their work, mail order houses are tired of the same old thin calendered stock, and want something softer in its effect. This Offset Press provides the pleasing results desired.

## Grant Us an Opportunity

of placing all the facts before you about this line of machinery—do it NOW, before the other man, and reap the harvest.

# WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory, Plainfield, New Jersey

NEW YORK: 1457 Broadway, Brokaw Building

CHICAGO: Monadnock Block

# We Have a New Catalog Here for You



Each of the catalogs pictured below contains many pages of vital matter—each interesting and instructive to any printer interested in *greater* job-plant efficiency. A brief description is given below and we want your request for *your* catalogs according to your needs. No charge. No obligation.

#### CATALOG OF GOLDING JOBBERS

This is for the printer interested in a job press with a high mechanical speed and high possible feeding speed, great impressional strength, rigidity and durability, unexcelled ink distribution — a press capable of raising the standard of his printed product — decreasing the percentage of cost and increasing the net profits.

#### CATALOG OF PEARL PRESSES

This is for the man interested in a small, fast press for small work—for the rapid production of envelopes, tags, statements, bill-heads, note-heads, inserts, folders, etc.; a very practical and desirable press also for breaking in apprentices.

#### CATALOG OF GOLDING CUTTING MACHINES

This is for the printer interested in the newest, simplest, most efficient line of Paper Cutters on the market, a wonderful assortment of sizes, 8-inch up to 42-inch, and adaptable for cutting or trimming of paper, cardboard, leather, cloth, veneer—all stocks from tissue to tin.

#### CATALOG OF PRINTERS' MACHINERY AND TOOLS

This is for the printer who is interested in a general sense and whose requirements are varied.

#### CATALOG OF TOOLS AND SUPPLIES

Consisting of Tablet Presses, Proof Presses, Composing Sticks, Lead and Rule Cutters, Miterers, Shapers, Curvers, Benzine Cans, Tweezers, Press Punches, Type-High Gages, etc.

#### CATALOG OF GOLDING HOT EMBOSSER

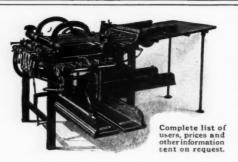
This catalog shows our electrically heated attachment facilitating hot embossing on any job press—producing the deepest and most difficult kind of embossing jobs with only a little more than an ordinary printing impression—and introducing the fact that more heat and less impression is the correct theory for best results in embossing effects.

GOLDING MFG. COMPANY, Franklin, Mass.



This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show perceptible deterioration.



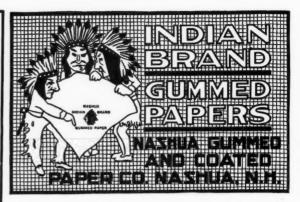


# Anderson High-Speed Job Folder No. 110

The value of this machine can not be judged by its price—which is comparatively low. This is a factor that often affects its sale, but never its efficiency.

Users will tell you that it meets every demand for speed, simplicity, economy, accuracy, and variety of folds within a range of  $6 \times 6$  inches to  $22 \times 28$  inches.

C. F. ANDERSON & Co. 710 S. Clark St.



# Treated to a Special Machine Finish

NASHUA Indian Brand No-Curl Gummed Paper is made from carefully selected stock, especially prepared for the purpose. The paper is treated to a high machine finish to produce the fine surface necessary for color printing. Expert manipulation of the adhesive prevents sticking until properly moistened. A special process takes out the curl.

Have you our handsome Sample-Book?

Generous proving sheets free to Printers.

Nashua Gummed & Coated Paper Company
NASHUA, NEW HAMPSHIRE





# Princess the Practical

ABOVE any of its many fine qualities, PRINCESS is put forth as a practical coverpaper. It is practical for hard wear because of its strength, and the nonfading properties of its colors. It is practical for large editions because the price is not prohibitive. It is practical for the printer because the simplest treatment produces the finest effect. How the PRINCESS remains practical without sacrificing "her" handsome appearance is a beauty secret, a hint of which is contained in the booklets mentioned below.

Sent free to Printers

"How to Build a Catalog" — Designing the Cover"—Printed Suggestion Covers—Dexter House Organ, "XTRA"

C. H. DEXTER & SONS, Inc. WINDSOR LOCKS, CONN.

# Your Name, Please

You will increase the earnings (net profit) of every one of your Cylinder Presses \$2.50 per day —if you equip them with Rouse Paper Lifts.

This statement, which we can back with facts and figures, certainly ought to stimulate a desire for details. You can get these, without incurring any obligations, if you will send us your name and address.

\$2.50 a day? Yes, send us your name at once.

H. B. ROUSE & COMPANY

2214 WARD ST., CHICAGO

**Berry Round Hole Cutter** 

The machine that cuts clean holes with sharp edges and no burrs.
The Berry has a capacity of

fifty inches per minute

and cuts clean and sharp through any kind of stock

from newspaper to binder's board Made in Four Sizes

One table model and three floor models

**Berry Cutter and Bit** 

revolve in opposite directions, automatically cleaning and never heating

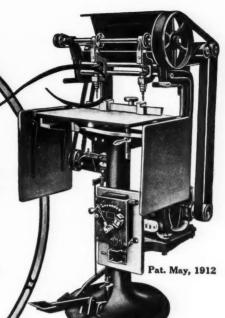
**Fully Equipped** 

with all attachments, constructed of the finest materials, occupies little space, and guaranteed mechanically perfect

Write for Catalog

Berry Machine Company

atter 309 N. Third St.



This is Berry Number 4 Automatic Lift

# 7,000 to 8,000 Impressions per Hour



# **Convenient Delivery**

AST MONTH we described how both feed table and inking mechanism could be swung completely out of the pressman's way, allowing for easy adjustment of curved plate, tympan, etc.

You will observe that the delivery board is located directly under the feeding table, so that the work is always in sight and in reach without walking around the press.

Sheets are delivered printed side up, and jogging is perfect at practically all speeds. (The upright guides on the delivery table are hinged so that the finished work can be conveniently and quickly removed.)

As sheets are fed to the press from the bottom of the pile, additional stock can be placed on the feeding table as required, while the press is in operation.

A Stokes & Smith Press with its high guaranteed speed and convenient operation offers new possibilities for increased profits on commercial work of widely varied character.

Complete catalog and any special information sent on request. Write to-day.

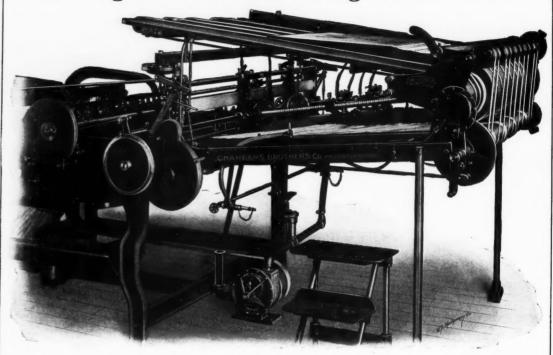
SEE OUR EXHIBIT AT THE PRINTING AND ALLIED TRADES EXPOSITION, MADISON SQUARE GARDEN, SEPTEMBER 30 TO OCTOBER 7, 1916.

Stokes & Smith Company

Northeast Boulevard, Philadelphia, Pa.
London Office - - 23 Goswell Road

# The Chambers Folders

The King Continuous Combing-Wheel Feeders



A remarkably simple, open and easily accessible paper-feeding machine. Great flexibility. Few adjustments. Designed expressly for folding-machine use; built in the same shop where the combined machines are coupled and tested as one unit.

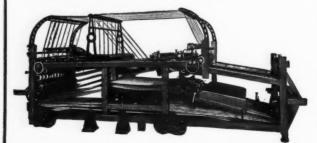
One Grade Throughout—the Best Only

## CHAMBERS BROTHERS COMPANY

PHILADELPHIA, 52nd and Media Streets

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto. SMYTH-HORNE, Ltd., 19 Cursitor St., Chancery Lane, London, Eng.

# This Low-Deck, Two-Side Ruling Machine



is for both striking and feint-line—can be changed from striker to feint-liner quickly—a most complete proposition.

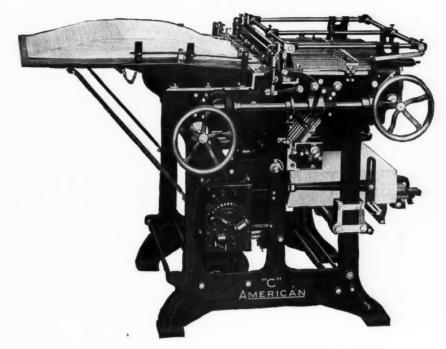
Note illustration showing details of construction.
Unlike others, any make self-feeder can be

Write for our new illustrated catalogue and price-list.

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

# AMERICAN HIGH SPEED JOB FOLDERS



# AS STATED BY A USER

"Gentlemen:

As a result of this more efficient equipment—your Model 'C' American High Speed Tapeless Job Folder—I am now taking and making money on jobs I used to pass up. It is the best investment I ever made. My Cost Sheets show a marked reduction and the elimination, practically, of waste — and the folding is better.

You have the ideal machine for the Printer. Ideal in that with it he can do everything he is called upon to do, AND AT A SPEED THAT MAKES MONEY.

The way you have eliminated Tapes is a remarkable forward step in a Folding Machine and the folding knives in your machine makes it capable of handling any weight, grade or finish of paper, with or against the grain, and of doing re-fold work.

This is substantially what I a few days ago told one of your Prospects, Mr.\_\_\_\_\_\_"

Send for Descriptive Catalogue "H" of Models "B" and "C"

# THE AMERICAN FOLDING MACHINE COMPANY WARREN, OHIO

# "RELYON"

# ENGRAVERS' PROOFING PAPER

FOR PROVING PLATES

It has a beautiful, soft finish which enables the engraver to bring out the rich mellow tones of his plates and show them to best advantage.

Samples large enough to test on request.

#### WE ALSO MAKE

GUARANTEED FLAT GUMMED PAPERS, GUMMED KRAFT STAY PAPERS,
GOLD PAPERS, GUMMED AND UNGUMMED, CLOTH LINED PAPERS,
BRUSH ENAMEL PAPERS

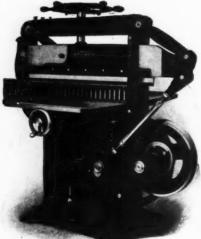
IDEAL COATED PAPER COMPANY BROOKFIELD, MASSACHUSETTS

**NEW YORK** 

CINCINNATI

CHICAGO

# The 32-inch Oswego Monoframe Power Cutters



OSWEGO MONOFRAME POWER CUTTER

have the new friction clutch and solid knocker positive throw-out safety stop, which render the performance of the Oswego Monoframe Power Cutters equal to the best performance of the largest Brown & Carver Power Cutting Machines.

Guaranteed in every particular, fast-running (27 cuts a minute), accurate and durable, the Oswego Power Cutters, in the large variety of sizes and styles made, give the largest value for the least money.

Oswego Machine Works has arranged for expert service in many of the principal cities of the United States and also foreign countries. A line to Oswego will put you in touch with the nearest service station.

Send for Circular 780.

## OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

Main Office and Works at OSWEGO, NEW YORK, U. S. A. NEW YORK OFFICE, Room 2720

Cutting Machines Exclusively - Ninety Sizes and Styles - All generally in stock for instant shipment. The Oswego and the Brown & Carver, 16-inch to 84-inch. For Paper, Board, Cloth, Foil, Leather, Celluloid, Rubber, Cork, etc.

DESIGNED AND MANUFACTURED BY NATIONAL MACHINE COMPANY HARTFORD, CONNECTICUT

As it is our constant endeavor to maintain a high standard of product in the Printing Department of the AETNA INSURANCE COMPANY, we are always on the lookout for means to accomplish that purpose; and when the need presented itself it followed as a matter of course that we added a New Model NATIONAL, 13 x19 size, to our job pressroom equipment.

The work that goes to this department is of a varied nature—regular jobwork, cut and color work, and embossing—and all the factors that make for efficiency are required and applied daily. We would state that the job presses in this department are all of your make.

We have watched with interest the operation of the New Model NATIONAL, and take pleasure in assuring you that it is giving perfect satisfaction.

Yours very truly,

Yours very truly,
THEO. HERZER,
Manager Printing Department
AETNA INS. Co.



# PRINTING INKS LITHO INKS VARNISHES DRYERS etc. SINCLAIR & VALENTINE CO. Main Office and Factory: 603-611 West 129th Street, New York City BRANCHES BOSTON, MASS. CLEVELAND, O. ST. LOUIS, MO. WINNIPEG PHILADELPHIA, PA. CHICAGO, ILL. TORONTO BALTIMORE, MD.

#### THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

# Orders for More than 50 Machines

#### MODEL A

Single Magazine \$2,100

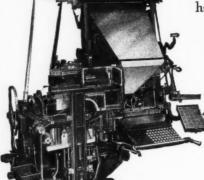
#### MODEL B

Two Magazines \$2,600

# MODEL C

Three Magazines \$3,000

Standardized and Interchangeable Models.



a month for the past five months have been entered at our factory.

It is the trade's expression of its belief in the stability of this company, of its confidence in the merits of the

# INTERTYPE,

of its appreciation of the privilege of choice which it now enjoys, and of its realization of the value of Intertype Standardization, Flexibility, and Simplicity.

CANADIAN AGENTS: MILLER & RICHARD, 7 Jordan Street, Toronto; 123 Princess Street, Winnipeg.



NEW YORK

#### INTERTYPE

CHICAGO

#### CORPORATION

NEW ORLEANS

SAN FRANCISCO



# SEEN THROUGH

ONE-FOURTH of the time used in busy pressrooms of the better grade is devoted to make-ready. The patching of a 16-page 8vo catalog form will last two days. 'The saving of half the cost of the time used in make-ready would be a big dividend in a printing business.'"

Process-Engraver's Monthly (London), quoting Graphic Arts and Crafts Yearbook, 1912. Article by H. C. Bullen.



makes perfect printing plates.

Because of the great depth, smooth edges and freedom from undercut, Acid-Blast plates give perfect electrotypes.

Therefore, ETCHING on the press.

Also the press need not be stopped so often for washing up.

Also the make-ready lasts longer without retouching.

# THE MICROSCOPE

#### Acid-Blast plates can be had from the following

licensees under the Acid-Blast patents:						
BRIDGENS, LTD	Toronto					
Forbes Lithograph Mfg. Co	Boston					
GILL ENGRAVING CO	New York					
WALKER ENGRAVING CO	New York					
ELECTRIC CITY ENGRAVING CO	Buffalo					
BECK ENGRAVING CO	Philadelphia					
PHOTOTYPE ENGRAVING Co	Philadelphia					
PLATESFORPRINTERS CO	Philadelphia					
Stephen Greene Co						
JOHN C. BRAGDON	. Pittsburgh					
PITTSBURGH PHOTO-ENGRAVING Co	. Pittsburgh					
ECLIPSE ELECTROTYPE & ENGRAVING CO	Cleveland					
ARTCRAFT CO	Cleveland					
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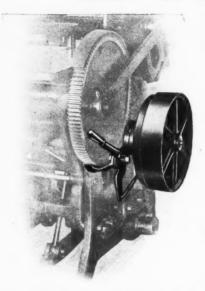
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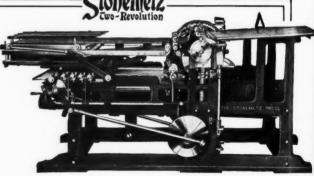
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# Stop the Leak

AN article by E. W. George in a recent issue of *The Inland Printer* sets forth most convincingly the great mistake of printing small sheets on large presses. To illustrate this to printers he cites the following personal experience:



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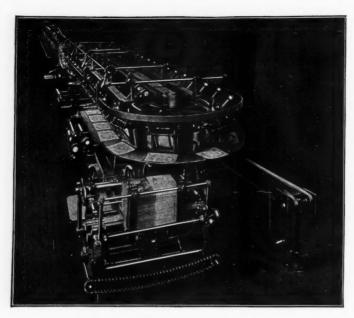
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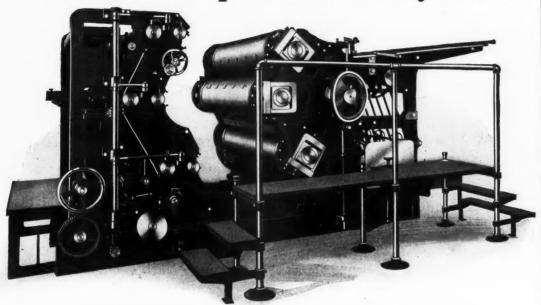
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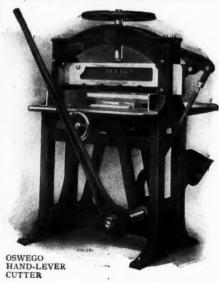
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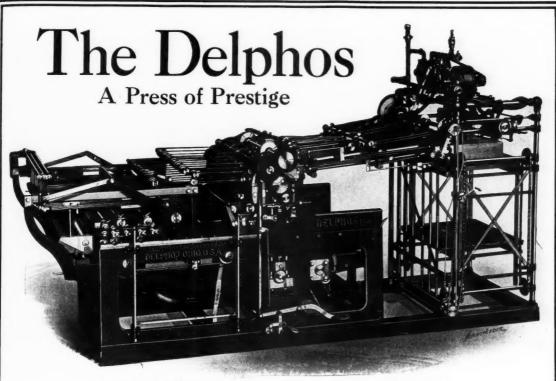
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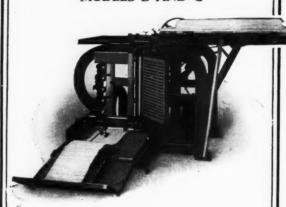
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The Delphos Printing Press Co.

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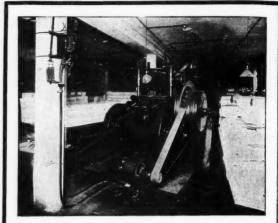
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# THE INLAND PRINTER

The Leading Trade Journal of the World in the Printing and Allied Industries

A. H. McQUILKIN, Editor

Vol. 57

#### AUGUST, 1916

No. 5

Issued promptly on the first of each month. THE INLAND PRINTER aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries.

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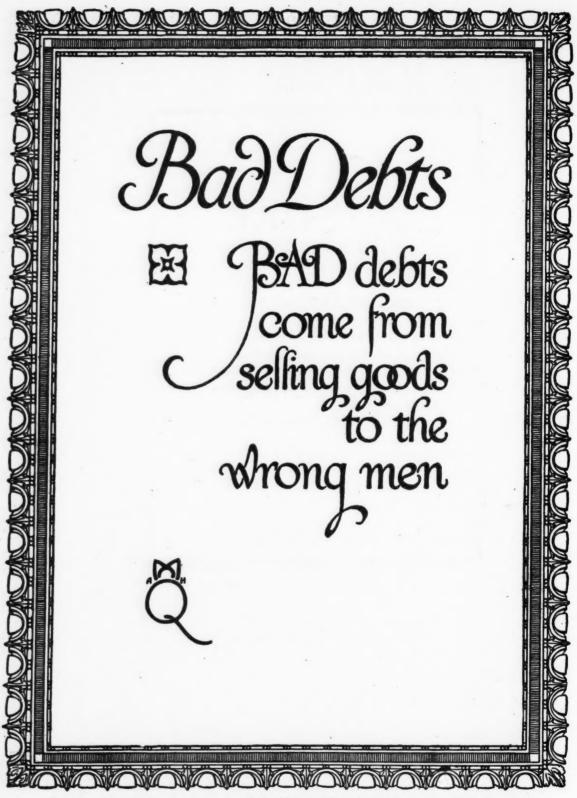
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#### THE BACK-LOG

By ROSS ELLIS



This uncle's death young Dave Lightfoot became sole owner of the Greenburg Printing Company, and he stepped into what looked like a good thing. It was a going concern which had not stopped going even during the weeks of old Dave's illness. The shop was well equipped, and Sam Thompson, the foreman, was fully competent to run it.

A sandy-haired, middle-aged person named Dennis Corey held the combined offices of salesman and bill collector, and he seemed to like to work. Altogether there didn't appear to be much for the new proprietor to do.

At first this suited young Lightfoot right down to the ground. Up to

the time of his uncle's death he had been bookkeeper in a Chicago commission house and he had worked hard for every cent of his salary. Now it was pleasant to sit back and watch others make money for him. Some time passed before his instinct for figures asserted itself, but eventually he settled down to find out just what his weekly income amounted to. The result was disconcerting in the extreme.

"Why, hang it, man!" he complained to Sam Thompson, "I'm not getting anything out of this business at all. I'd have done better to



It was pleasant to sit back and watch others make money for him.



"I'm not getting anything out of this business at all."

have held my job in Chicago. At this rate I'll starve."

The foreman scratched his head.

"Things have been a little slack this month," he agreed. "I guess the average will be all right though. How was it last month; better, eh?"

"Nothing to brag about. Still if this month was as good I wouldn't kick. We seem to have done only about two-thirds the business we did last month, with pay-roll and overhead practically the same. That spells ruin."

"The pay-roll isn't likely

to fluctuate much," said Thompson. "We've got to keep Welsh and Samson even when there isn't a great deal for them to do, else they won't be here when we do need 'em. You can't pick up men as good as they are on every street corner. Get in more work and we'll turn it out for you."

This sounded like good advice and Lightfoot resolved to speak to Corey about the matter. Since Corey was employed as a salesman it was obviously up to him to increase the volume of orders.

"Your uncle never kicked on my work," the little salesman defended himself. "I'm on the go from morning till night and I guess I do as much as any one man can. The printing business always is either a feast or a famine. This month happens to be a lean one."

"What this business needs," said Lightfoot thoughtfully, "is a backlog—a standing order that there's no particular rush about which will keep the shop busy when miscellaneous work is slack."

"Sure, that's all it needs," jeered Corey. "Just like me, all I need is a million dollars."

"There's this difference, though," Lightfoot came back at him, "you may not get your million dollars, but I'm going to see to it that this shop gets its back-log."

During the weeks which Lightfoot had spent as proprietor of the Greenburg Printing Company he had not been entirely idle. Knowing nothing of the practical end of the business he had endeavored to acquire as much of the theoretical side as a diligent study of trade publications

could give him. He had also made a careful survey of Greenburg's business situation and had done his best to evolve a plan of campaign that would fit the conditions which he faced.

Greenburg was a town of about twelve thousand population, and boasted, in addition to the ordinary retail establishments, a number of manufacturing enterprises whose business extended over practically the entire country.

"If I could just induce one of those big concerns to start a houseorgan," Lightfoot told himself, "a whole lot of my troubles would be over. I wouldn't care if I didn't make much money out of it, so long as I had the work in the shop to keep the men busy and cut down the overhead expense. There's one thing sure, though, I can't put up much of an argument to induce a concern to embark in a venture like that unless I can demonstrate that I know what I am talking about."

The Greenburg Drilling Machine Company was the concern which he selected as the most likely prospect. Before going to see them he did his best to learn the essential facts about their business and to get as full a knowledge as possible about advertising which had been done along similar lines. In this he was helped by obtaining possession of a house-organ published by another machine-tool manufacturer. Using this as a model, Lightfoot laid out a dummy magazine which he believed would be read with interest, even though his own knowledge of the machine business was too slight to warrant him in venturing on technicalities.

He was proud of his work and called on George Radburn, president of the Greenburg Drilling Machine Company, with a considerable degree of confidence.

It had taken Lightfoot about ten days to
prepare for this interview, it took him only
about twice that many
minutes to conclude it.
Mr. Radburn was very
kindly, very courteous,
but not at all interested
in the publication of a
house-organ.

"And all that work



"Your uncle never kicked on my work."



"But you never did get that 'back-log."

went for nothing," said Dennis Corey, sympathetically. "Well, Mr. Lightfoot, I reckon you're about ready to give up."

"It didn't go for nothing exactly," Lightfoot corrected him. "I learned something about the machine business and made Mr. Radburn aware that there is one printer in Greenburg who can help him a bit when he wants to put out any advertising. As for giving up—I'm just getting ready to try the same game on the Wales Optical Company. There's another eye-glass concern that publishes a house-organ, so I don't see why Wales shouldn't."

Lightfoot made his preparations for the attack on the Wales Optical Company with the same thoroughness he had used on the preceding customer and with the same disappointing result; nor was he able to convince the management of Greenburg's automobile factory that it would be to their interest to send each month to their prospective customers a magazine devoted to the proposition that "The Greenburg Flyer" was the best car in the world. Nothing daunted, he turned to the study of typewriter advertising with a view to convincing the manufacturers of the Feathertouch machine that a monthly house-organ would cause an immediate increase in their sales.

Six months after the change in ownership of the Greenburg Printing Company, Lightfoot sat at his desk checking over the statement of the preceding month's showing. Dennis Corey came into the room and with the freedom of an old-time employee looked over the younger man's shoulder.

"How does this month suit you?" he asked.

"Can't kick a bit, Dennis," smiled Lightfoot. "If I do say it myself, it's a better showing than my uncle ever made in all the time he owned the shop."

"But you never did get that 'back-log' you were talking about." Lightfoot shook his head.

"If you mean a standing order for low-priced work, I didn't," he agreed. "I'm something like the celebrated Brother Ben, who shot at a goose and killed a hen."

"What do you mean?"

"I didn't get the back-log I went after—I didn't induce anybody in Greenburg to start a house-organ—but the thought and study and effort I put into that campaign gave me some insight into the principles of creative salesmanship. Judging from the condition of our order-book, that's all the back-log this business needed."

## TYPOGRAPHY\*

By BENJAMIN SHERBOW

A

N artist, when making a dummy for a piece of advertising print, carefully places his pictures where he wants them. He carefully places his decoration where he wants it, and he puts in his color where he wants it. After which, if by chance there happens to be any space left, he washes in a flat gray tone here and there and labels it type. And then

he hopes and prays that the printer will use a nice, flat, gray type that will not assert itself too much but will fade away into an inoffensive frame or filler, as the case may be, for his pictures and decoration.

Possibly I exaggerate. In fact, I know that I do. But I am wearied unto death with this endless talk about the gray block of type considered merely as one element in a decorative scheme, and usually the least important element.

To me, type is not that. I am accustomed to think of type as something to be read—and to be read with comfort and pleasure. As the carrier of thought, type is to me something vitally alive.

When an advertiser, therefore, asks me to put words into print I take it for granted that he wants to get those words read. Now doesn't that sound boresomely obvious? And yet, I ask you, how much advertising print really invites reading? A lot of it, no doubt, is pretty to look at. But how much of it really suggests that it was made to be read, rather than made just to be looked at?

To come back, then, to my advertiser who wants to get his business message read. If he knows what he is up to, I take it that he isn't interested a bit in any folderolly decorative scheme that attempts to use

<sup>\*</sup>An address delivered by Benjamin Sherbow, before the Graphic Arts Division of the convention of the Associated Advertising Clubs of the World, at Philadelphia, June 27, 1916.

his business story as so much filler for mortises. He spends his good money for printed matter as a help toward putting his business where he thinks it belongs. And so he doesn't want those vital facts about his business set in anemic type and printed in some fade-away color that it takes a good pair of eyes or specs to read. I don't believe that he is particularly keen about advertising print of the sort which called forth the following letter from a reader who was terribly discouraged. This is the letter:

"Dear Sir:—I have your booklet before me. This has the appearance of being an interesting booklet but it is not easy to read, and although I took it home to read at my leisure I gave up the task, as the types, particularly under an artificial light, refused to tell their story without

a great effort on my part. I simply gave it up."

Keeping in mind, then, the purpose for which an advertising message is put into print, I am going to use every bit of skill I can command to get that message read. Naturally, I am not going to let any considerations about nice, gray, harmonious, well-balanced blocks of type interfere with my purpose. Nice, gray, harmonious, well-balanced blocks of type—as such—have nothing to do with the case. I want my type first of all to look as if it had something interesting to say. I don't want my type to suggest for a moment that it is going to be a bit of a job to read it. I want it to look, and to be, very easy to read. If decoration gets in my way, I will discard it. If a picture obstructs the simple and impressive presentation of what I have to say, I will put it aside. If I can get needed emphasis in no other way than by the use of bold type, I will use as much of it as is required for my ends. And not until I have made my type command attention, made it easy to read and easy to understand, am I going to consider what I can do to dress it so that it will be as pleasant as possible to look at.

All of us who work in one way or another with advertising print, must work as advertising men, not as art printers, not as decorators, not as color-schemers.

It is my belief that we make entirely too many pretty dummies and that we think entirely too little about the typography of our advertising print. The pretty dummy gets the job and the typography of it can jolly well take care of itself. If it isn't reeled off on the machine, why then the dub comp. who isn't good enough for display stuff gets it, because of the fond belief, which it seems impossible to kill, that anybody can set straight matter.

The man who designs advertising print should ask himself this: What must this piece of advertising do? How can I make type do its most effective work in helping the reader to a quick understanding of the advertising story; how can I make it easy and still easier for him? And if the designer attacks his job in this spirit, even though his skill is not great, I believe he will go farther toward making good advertising than the man who is concerned merely with producing the fuss and feathers miscalled "artistic printing."

We must get a more sympathetic understanding of what the advertiser is trying to accomplish. Let us give our best thought to what he has written about his product or service and then plan and contrive our typography so that the reader will be able to grasp with the least amount of time and attention what is being said to him.

Let us use only types of simple, vigorous design, easy to read and good to look at, in such sizes and with such leading as will make our print most inviting to the eye.

Let us give more time to the study of easy-to-read arrangements of type—to those valuable aids to comprehension that make print easy to understand.

Look at the typography of the dictionary or any other first-class work of reference. Look at our best school-books. Look at the skill and care with which they are put into type so that we may readily comprehend their text. How many of our catalogues are so well arranged? They might readily be if we gave to this business some of the time that is now used to produce pretty decoration and marvelous color-schemes.

Don't let's play tricks with type that make the reader wonder what we are up to. Don't let us, willy-nilly, force our type into arbitrary forms that it pleases us to admire but that add nothing of value to our purpose. Don't let us look longingly at fine old book pages and try to reproduce them in steam-shovel catalogues unless they belong there. Let us rather study hard the sense of the information or argument that we are trying to convey in print, and then make the type say it so clearly, so simply and so effectively that it will be read, understood and remembered.

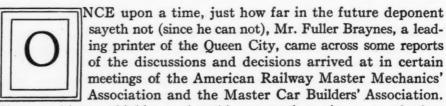
We must keep in mind always that the starting point for the typographic arrangement of any piece of advertising is the advertising idea itself, and not some abstract effect that is to be obtained.

Nowadays, when I am asked to design a type-style for a magazine or newspaper advertisement or for some printed matter for which no plan has yet been decided on, and for which no text has been prepared, I ask the client first of all to make clear to himself what it is that he has to say before he interests himself in the physical form his advertising message is to take. And occasionally he is frankly puzzled at my absurd notion that I should need to know very much about what the advertisement is going to say in order that I may intelligently design a type-style for it.

In advertising print, typography must serve the advertising idea. It must furnish the quickest, clearest, cleanest medium for the expression of ideas and the conveying of information. It must not seek to dazzle by a display of dexterity for its own sake. It must avoid all decided eccentricities of arrangement that obstruct the reader and hinder the clear flow of the text, because that will injure the chances of the advertisement to get itself read. As some one has said: "When an idea will not bear a simple form of expression, it is the sign for rejecting it."

## SHADOWS OF COMING EVENTS

By N. J. WERNER



They set him to thinking and making mental queries as to whether certain things could not obtain in the printing business.

For, be it known, the major part of these reports pertained to the attainment of what these associations term "standard practice" and "recommended practice" in railway building, maintenance and operation. It has been found that railroading could be carried on more easily, more economically and with greater safety, if certain things are made and certain other things are done in accordance with a recognized system, and hence the main work of these associations has been that of studying means of standardizing affairs in their domain, searching for and considering superior methods of constructing railroads, rolling stock and their appurtenances, and when found and agreed upon as being good, to adopt them for "standard practice," and when immediate general adoption was not yet considered possible, to urge such upon railway administrations as "recommended practice." Thus, to sustain a certain load and give a certain service, a car must be built in such and such a fashion, of such and such materials, of such and such qualities, of such and such dimensions, etc.; car-wheels must be of certain sizes and contour, their flanges be shaped just so, etc. It is interesting to note to what extent minute details are gone into, and what endeavors are made to find and secure that which is most fitted and useful, to establish it as standard.

As before said, Mr. Braynes, a printerman, got hold of some of these reports, and being a studious individual—a species of craftsman not so plentiful as might be imagined or desired—it occurred to him that something similar to what these railway men are doing could be introduced into the printing business. For, surely, some methods obtaining in printing-offices must be more practical, labor and time saving, and hence more economical than others, consequently more productive of profits. So, Mr. Braynes pursued his study along the lines which the railway men's literature had opened up to him. That there was hope, more or less great, that the field he had in view could be worked he felt sure of, for had there not since his apprenticeship days a "standard practice" been developed, through "recommended practice," from the unprofitable condition of having a multitude of varying type-bodies and type-alignments, so that now we have uniform point bodies and standardized alignments?

Mr. Braynes then got out some paper and put down a list of subjects occurring to him out of his experience, under which "standard practice" and "recommended practice" in the printing trade could be worked out, to the great benefit of everybody concerned.

Incidentally the idea struck him (which was really a most important one) that there could be established a standard minimum price for standard products, and that if a patron wanted something different it should be impressed upon him that a supra-standard or away-from-standard product called for a supra-standard price, based upon its variance from standard practice and the added difficulty and cost of production.

The list, which he handed in at the next meeting of the Printers' Cost Congress, together with a resolution to cover his plan of providing for the introduction of the two forms of practice, was given the following subdivisions:

- 1. Paper-Sizes.—There is much need of standardization in respect to these. The printer has to consider too many varying sizes in his calculations. Paper manufacturers would, of course, be pleased to work according to a "standard practice."
- 2. Colors of Papers.—Here is a crying need for standardization, both in the matching of colors, shades and tints, and in the systematic naming of them. There should be greater exactness in coloring papers, so that in ordering a color one may rely upon getting it.
- 3. Paper Quantities.—The present "recommended practice" is 500 sheets to the ream. This could be made "standard practice," or perhaps some higher number might be fixed upon, one that would allow for the average spoilage, if that can be ascertained.

- 4. Sizes of books and periodicals, also of certain other forms of generally used printed matter, including stationery, blanks, circulars, leaflets, etc.
- 5. Inks.—Standardize qualities and colors. In respect to the latter the same remarks apply as in paragraph 3 to paper-colors. Let a systematic color-scale be established and undeviatingly adhered to, so that one designation does not cover from ten to a hundred variations in color.
- 6. Rulings.—For all classes of blanks and blank-books point-system rulings should be "standard practice."
- 7. Thickness of Printing-Plates.—For unmounted electrotypes, stereotypes, zinc and copper plates, the long "recommended practice" should be made "standard practice."
- 8. Wood and Metal Mounts.—The same suggestion as above applies to the bases for printing-plates.
- 9. Sizes of Printing-Blocks.—The "recommended practice" of dimensioning electrotypes and other printing-blocks accurately by picas and half-picas should be made strictly "standard practice."
- 10. Height of Leads, Slugs and Furniture.—With these a "standard practice" of height should be insisted upon. The present varying heights are detrimental to economical working.
- 11. Type and Rule Cases.—There are far too many varieties of these at present. Select the most advantageous ones for "standard practice" and taboo the rest. Perhaps it would be wise to introduce a radical rearrangement of the boxes in the type-cases, one which would make greater speed in typesetting possible. A number of rearrangements have been put forth. Let a committee of practical men study them, modify if necessary, and offer the result as "recommended practice."
- 12. Uniform Lay of Cases.—There being so much loss of time, as well as pi, arising from the present divergencies and irregularities in the lay of cases, especially of cap. and job cases, either "recommended" or "standard" practice should be provided in connection with paragraph 11.
- 13. Tools and Machines.—Committees should be specially appointed to investigate, compare and report upon the merits of the various tools and machines offered by manufacturers, and classify them for "standard practice," "recommended practice," and for avoidance as unsuited and unreliable.
- 14. Copy.—In what shape copy should come to the printer should be regulated by "standard" and "recommended" practices. Difficulty of deciphering and handling copy should be at the expense of the customer.
- 15. Spelling, Punctuation, Capitalization and Division.—For these and all other points of "style" settle upon a "standard" practice, any deviation from which to be paid for as an extra by the customer, according

to "recommended" rates. The printer should not suffer because of the idiosyncrasies of his patrons.

16. Storage.—The practice of making charges for the storage of customers' cuts, paper and unbound sheets, also for standing forms, should be strongly recommended, and the charges therefor standardized.

17. Sales, Terms and Credits.—A "recommended practice" should be studied out and introduced, and when found good be made the "standard practice."

That Mr. Braynes gave the Cost Congress a big mouthful to chew, to which he could have added more if he wished, need scarcely be pointed out. But if the Cost Congress, with the help of the Typothetae and other printing-trade organizations, can masticate and digest it thoroughly, the bodily nutriment extracted will so nourish our industry as to surprise every one by its added growth and well-being. And you may be sure that there will then be established permanent committees on "standard practice" and "recommended practice," just as the railway men have them.

## VALUE OF TRAVEL TO THE PRINTER

By CHARLES M. HECKER

HERE are few members of the International Typographical Union who served their apprenticeship and continued to work ever after in one shop. There are more such now, perhaps, than ever before in the history of that organization. At first blush this condition may seem to call for commendation as showing that a steadier class of work-

men are coming into the craft. A little thought, however, will show that the passing of the traveling printer is a distinct loss to the trade. It is not alone the passing of this picturesque character which excites tender memories of a day that is done forever that needs to be considered here, but his position as a disseminator of ideas and of the "tricks of the trade" needs to be filled if the printing trades are to continue their rapid advance.

Some modern printers may doubt if the traveling printer ever performed any useful service for the trade, for himself, or for his fellow men. Let all who hold that thought give consideration to the conditions which existed in the ante-machine days when the Missouri river pirate was in the height of his glorious irresponsibility. In those days trade journals were of little influence, even if they existed, and newspapers were local affairs. In those circumstances it seems questionable if the art would

have advanced at all; it is certain that it would not have made as rapid strides if there had been no interchange of men, and, hence, of ideas.

The value of traveling as a broadener of the printer does not seem to have entered the minds of those employers who, after teaching several apprentices something of the mysteries of the trade, become discouraged and lose confidence in human nature because their apprentices go to other offices at a time when their services are becoming valuable. In their narrow view they have no interest in making good printers. Besides, technical schools and the I. T. U. Course are intended to develop skilled and ambitious workmen, to supply employers with such workmen as they neglect to make. As long as employers are able to get half-way capable men they feel no compulsion to develop them. It would seem just, however, that efforts of the Union to make better printers should be met half way by the employers, both morally and financially. The fact that apprentices, after they have become journeymen, frequently leave the office where they learned their trade should be accepted by employers as an indication of their ambition rather than as a lack of appreciation of the opportunities afforded by the first employer. If the apprentice owes something to the employer for the opportunity to learn the trade, the apprentice also owes it to himself to perfect himself in his chosen work.

Different printing-offices have different systems and methods, some better than others. The peripatetic printer, unlike the printer who remains in one office, see things done in different ways, and in his wanderings, of course, passes some things along. If he suffers, like the rolling stone, in gathering no moss, he profits at the same time by getting very smooth. Long before there was a trade paper the practice in printingoffices was based upon the knowledge and information spread by traveling printers. It is true that trade papers now serve a very useful purpose in disseminating knowledge of advances made in the craft, but these can not supply the actual practice which must supplement technical knowledge. There are a thousand and one little things which are done differently in different offices, and the best way can be decided only by comparison. This comparison can be made only after the different methods have been learned, either in different offices or by associating with printers who have worked in different offices. No one man or office or city has acquired all the wisdom or solved all the problems or developed all the kinks which facilitate work. This is so well known among printers that the statement is frequently heard: "The best thing that a printer just out of his time can do is to get out, work in other shops, take a trip, learn something different."

This should not be construed as disparaging faithful service, constancy or fidelity to the interests of the employing printer. Indeed,

these things are essential to advancement in the trade. But these things can not take the place of a wide experience. How often has it happened that a traveling printer has worked a few weeks in a shop, proved his ability and announced his intention to move on, only to be greeted by the foreman with an offer of a couple of dollars more than the scale if he will remain! How seldom does the faithful employee receive such an offer! The reason is not a lack of appreciation of faithful service, but is due entirely to the fact that the stranger has been around, has seen things, has learned, and from his experience is worth more.

Probably it is not feasible for employing printers to wander around the country and keep in touch with improvements in machinery or methods, but meetings of employing printers to discuss their problems must bear fruit. They can not, however, come into such intimate knowledge as the men actively working at the trade. While they may supply their offices with modern equipment, they must depend largely upon their employees to keep the product of their offices up to date. Under these circumstances, it would seem the better part of wisdom on the part of employers to encourage their graduate apprentices to travel. If there is a direct loss of their services, there is a gain in the trade at large, and what favorably affects the trade at large must indirectly, though none the less favorably, affect the individual office.

Men who confine their studies or their labors to one line soon become narrow, not to say bigoted. Traveling broadens men, for there is a wide range of experience to be gained by contact with the world. One-shop men soon gravitate to the level of their environment. If in their office all effort is centered on the production of "art" printing, the workmen soon learn to despise the products of shops which depend for their support upon large quantities of just ordinary printing. On the other hand, the printer who labors entirely in shops which do just ordinary printing learn to dislike the "art" productions of others, declaring such work to be impractical because of the high cost of producing it. In either case the printers who never had a broad experience develop a smug complaisance based upon their mediocrity, and they prate about their fidelity to the interests of their employer in the same proportion as they are incompetent. So often constancy is used as a substitute for competency.

Employing printers should realize that traveling printers, the erst-while tramp printers, have done more to promote efficiency in printing-offices than theoretical experts who presume to teach something they know little or nothing about. An efficiency expert recently discharged for incompetence one of the best machine operators in the United States because the clock on his machine showed fewer lines than the clock on another machine. The one man had delivered his lines ready to print. The other

had delivered a lot of slugs that had to be sawed and put together at an expense which was absurdly disproportionate to the cost of producing the matter properly on the machines.

Faithful service is not to be discouraged, nor are the efforts of efficiency experts to be belittled, even if the experts do sometimes make absurd deductions from partial understanding of the facts. Both have a valuable place in the printing world. But the traveling printer stands above either. Conditions which have made it all but impossible for a printer to earn a living as he wanders across the continent may never be changed, and the traveling printer as he was may never be restored. However, now that the Typographical Union has repealed the priority law, employers might now be able to exchange workmen for short periods, thus not only giving the workers opportunity to travel and perfect themselves in their trade, but affording opportunity for employers to get new blood and new ideas into their shops and instilling a little ambition into the regular men who by faithful service have earned a right to their jobs, even if they are becoming less efficient every day.

It ought not to be a difficult matter for employing printers to agree to trade a couple of good workmen for a period of three or four months, guaranteeing them the right to return to their first positions at the end of that time. It is likely that such an opportunity to change their environment would be welcomed by the workers, especially by the young unmarried men who have no ties to bind them to the city where they are living. Such changes would do the shops good; they would also do the men good—not only those who shifted, but the whole force in the offices affected by the change. Some such plan as this would seem to offer a practical solution of the problem arising from the loss of the peripatetic printer of a generation ago. That loss is serious enough to warrant the best thought of all men who have the good of the trade at heart.

#### TRAVELING

In traveling for knowledge, as many men do,
There's a secret Sam Johnson revealed, and it's true,
That will start you off right on the road to success.
Though the secret's so simple you'd need but one guess
To discover the wisdom the Doctor disclosed—
As useful to-day as the time when he prosed
And bullied to Bosworth and Goldsmith and others
Who lived in the realm of letters like brothers.
The Doctor declared in his sententious way
That to travel for knowledge you must first of all lay
In a stock of sound knowledge—like the leaven in bread—
You must have a "starter" to get things through your head.



THREE BLIND MICE

From "The Real Mother Goose," engraved, printed and published by Rand McNally & Co., 536 South Clark St., Chicago, showing the Ben Day color-plates, four-color process made from original drawings by Blanche Fisher Wright



GOOD KING ARTHUR

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Illustration from "The Real Mother Goose," engraved, printed and published by Rand McNally & Co., Chicago, showing excellent results with Ben Day four-color process in illustrating Children's Books



From a There is no bottom to price. It is a bog-Printer's hole into which men may place all their i.etter. effort and all their possessions and it will still be open for more. Price must be considered in connection with sustained service and quality and what these will accomplish and do accomplish for you. This truth is illustrated in the work of surgeons, lawyers, engineers and other professional men. We apply it to printing, only we do not charge for the name we have earned, but for what we accomplish for you. A fair price for the thing itself — its effectiveness — and we solicit your consideration on that basis.

England's Great Britain does not intend in the Lumber future to be dependent upon overseas Supply. sources for her supply of lumber. A number of expert Canadian lumbermen have been engaged in the work of establishing afforestation on scientific lines, and the Royal Scottish Arboricultural Society is pressing the Government to proceed with the establishment of the promised Board of Agriculture for the Development of Forestry in Scotland. The annual value of timber imports before the war was about £40,000,000 (\$200,000,000), and between eighty and ninety per cent of it consisted of coniferous, or soft, woods, the majority of which could be grown in Britain.

Sir Hiram S. Maxim In "My Life," by Sir Hiram and the Printers. S. Maxim, the distinguished gunmaker and inventor relates his experience with printers in America and England. When the United States Electric Lighting Company was organized, Sir Hiram ordered the stationery, and although, as he states, he had printed the name of the company in capital letters, still, when the stationery arrived it read "The United States Electric Lightning Company." In England, when the Maxim Gun Company was formed, Sir Hiram told the secretary of his experience with printers in America and warned him to be careful that the British printer got things right, nevertheless when the first cartload of stationery arrived the printing read "The Maxim Gum Company." Sir Hiram admits that the American printer reprinted the stuff, but most of use must feel that this shot from the gunmaker does not tell all the story. If Sir Hiram picked out his printer with the same care that he picked out the men he wanted to help him in his work he would have been consistent.

Might and The philosophy of Christ is only begin-Right. ning to be understood. It is the philosophy of good business. All other philosophies are compromises and are self-limited. The philosophy of Christ untinctured by dogma makes a clear-cut road for human happiness, and only by applying it practically will individual persons, States and nations be preserved from the evils they themselves create. Mark Twain is said to have referred to the world's peoples as "the damned human race," and the half-humorous indictment seems justified to many of us in view of the destruction and butchery, misery and waste that is devastating Europe. The inculcation of the philosophy of might is showing its results, and the thoughts of men are turning to the deeper truths of words they have heard from infancy but have heard merely as - words.

#### Your Competitors, the Trade Papers.

It is always a big advantage to know who your competitors are.

A great many printers never get this important information straight. They persist in thinking that some fellow printer across the street is their competitor. And while they and this fellow printer are fighting it out for the crumbs of the business, the trade-paper man walks off with an order for a full-page ad. for fifty-two weeks a year at his own price.

If you talk the importance of accurate mailinglists and printing jobs in a series, and sell customers direct-advertising campaigns, you will find that you will not be competing with brother printers, but with the trade and technical papers. These are the real competitors of every printer who sells an advertising and creative service.

The trade-paper business is greatly overdone. There are more than three thousand of these papers published and their total advertising revenue is in the vicinity of \$42,000,000 a year. In the shoe and leather field, for example, there are twenty-one papers which are very largely duplicating each other's efforts. An ad. in any one of them, or in all of them, will never produce half the results that a well written and printed booklet or circular would produce if sent direct by mail to all, not a part, of the buyers in the field. You printers have the goods on the trade papers, if you will only go after them.

This assault upon trade papers appears on the first page of *Print*, No. 2, Vol. 6, edited by Brad Stephens & Co., 530 Atlantic avenue, Boston, Massachusetts, "published under coöperative auspices in the interests of the printing and allied crafts." It would appear that Mr. Brad Stephens is on the wrong tack.

#### What "Service" Means to the Buyer of Printing.

It would certainly be much easier for the modern printing salesman could he know before entering the outer gate of the purchasing department of any large buyer just what particular job or class of printing the buyer needs.

We speak now for the salesman endeavoring to open a new account for his house.

Far too many printers to-day offer their services to the public in the manner of an enterprising engraver who sauntered into an office recently, leaned confidently over the buyer's desk, and said: "Can I interest you in my half-tones and zincs this afternoon?" In that case the salesman did not realize that to introduce himself it was necessary to offer some method or means worthy of the attention of the buyer. There are lots of zincs and half-tones in the world, and many places to buy them, at assorted prices. The ones that sell goods for their purchasers, however, are not purchased from the bargain-counter.

Perhaps a salesman offers "service" as an entering wedge for a small order. What does service mean to him? Is it just entering the order, telling the "front office" that there is a chance to make good, and then forgetting the order? Not at all. As an illustration:

A certain large mercantile house in the West has in use in its work something over a thousand ruled and printed forms. These are carried in stock throughout the house in the various departments in which they are used. Changes of help or sickness of a department head often cause considerable inconvenience when it is found some Friday night that there are no more order-books left, and it takes about four days to print them.

This happened on a Friday evening not long ago. The order went to the purchasing depart-

ment at five o'clock. A printer happened to be in the office and he was asked to figure on the form in question. A file card on that form-number told the buyer that the printer's price was practically the same as the previous order.

This is the way the printer interpreted "service." A 'phone call to the paper-house received a promise of delivery of the stock to the ruler at eight o'clock the next morning. The ruling job was only a thousand sheets, but those order-sheets were needed badly, and without any promise except the best possible service, that work was delivered at half-past ten. It never could have been done except by the close personal attention of the man who accepted the order. But the fact that he did his very best, at a time when circumstances left no alternative, has been instrumental in getting a larger share of that class of work for his concern, at a delivery date in some cases almost at the moment the job was needed, because it was known that his word was good as to when and where the work would be delivered.

One large printing concern, of which you might not hear a word for months and months, does a business that enables it to keep a special magazine rotary press operating three shifts thirty days a month, and twenty cylinders two and three shifts the year around. One of the reasons is that it has several large concerns whose entire catalogue and advertising printing has been printed in its plant for twenty years or more. Why? The answer is "service" in every sense of the word.

To illustrate: One of the two owners approached one of the large buyers of printing some years ago and said: "Your business with our house amounts to about \$75,000 a year. I, personally, started in with you when you and I were each young in our respective businesses. I know how you want your work. I can give you better service by sending a boy for orders and copy, and remaining in the plant to watch the work in operation. If you will permit that, I can afford to devote my time to the inside entirely, eliminating the cost of selling printing. I will deduct from your bills the cost of sales, still making the same profit for myself, yet reducing your cost." answer is that that concern still retains that account, and it grows year by year.

Moreover, during the first three months of this year that concern delivered and received payment for more printing than it had ever produced in any other three months in the history of the organization, and its business was double that of the similar period twelve months ago.

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And the strange thing is this: Were the name mentioned, probably few outside of the twenty-

eight customers of whom they boast, and the printing-supply houses, would know who or where this house of wonderful service might be.

## Thirty-Eighth Statistical Abstract of the United States.

We have before us the Thirty-Eighth Statistical Abstract of the United States, which is dated for the year 1915. Such documents have an unfortunate way of appearing rather out of date on account of the time which elapses between the taking of the census and the publication of the figures. In the present instance the discrepancy is all the more noticeable because of the great changes brought about by the war since the date covered by the figures. There never was a time when up-to-date figures were more necessary for the politician, the sociologist and the business man alike. The world is passing through a great crisis and our action would be materially affected if only we had more exact information as to how this country is affected by it. We are sure there is no more tiresome work than that of the enumerators who are hindered very much by the carelessness, the lack of interest, and occasionally the hostility of those from whom they have to gather information. For this reason we must not criticize in any hostile spirit the absence of figures for dates more recent than 1914, and we may whole-heartedly express our appreciation for the few figures which relate to 1915. We realize that a great deal of education is necessary to make people realize first the immense value of the census to themselves and the seriousness of their duty in assisting the officers efficiently to come into possession of the information necessary to compile it. As one indication of our general commercial standing, we find that in 1915 there were 22,156 commercial failures, representing 1.32 per cent of the total number of the business concerns, and their liabilities were \$302,286,148. These figures do not vary greatly from those of previous years, but the variation is on the wrong side. The percentage in 1914 was 1.10 per cent, and in 1913 it was .99 per cent.

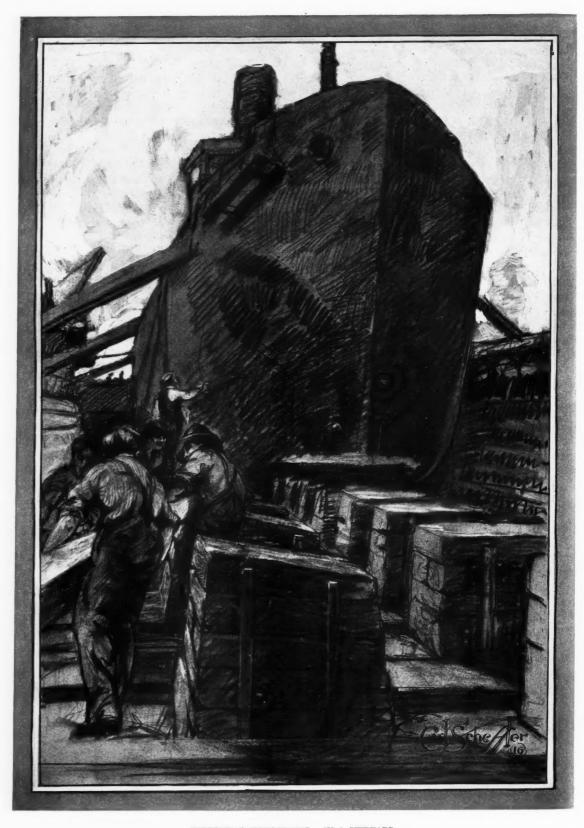
The figures relating to imports and exports are the most complete, coming right down to 1915. The grand total, expressed in values, is \$1,674,-169,740. For 1914 the total was \$1,893,925,657. This falling off is the first since 1911, and the first of equal magnitude since 1908. This seems a small variation under the circumstances, but, of course, the effect must be masked by the higher prices paid. It is impossible to state quantities of miscellaneous articles otherwise than by price, but when we come to consider individual commodi-

ties there is naturally not a close correspondence between fluctuations in prices and quantities.

The printing-trade has been hit, in common with almost every other trade, by the scarcity of chemicals due to the cutting off of the supplies from Germany and the utilization of available supplies for munition-making. Let us take, for instance, the fluctuations in potash, a commodity which has many uses in printing and also in making explosives. In the year 1914 the effect of the war was not apparent in the figures. The United States imported 39,184,884 pounds of potash in 1914 of a total value of \$1,707,079. This represented a slight falling off from the year 1913, but that may have been nothing more than a normal fluctuation. In 1915 the fall was considerable, 24,550,838 pounds being imported of a total value of \$1,228,628. These figures are typical of other chemicals. We are thus able to see how much we have been compelled to abandon foreign sources of supply, but we are not as yet able to say how far domestic sources have taken their place. We only know that the substitution has not been satisfactory and that it has hurt us cruelly.

Turning from chemicals to other materials not so directly affected by war influence, we find that rags for paper-stock, which were a steadily increasing import, fell from 245,113,327 pounds, valued at \$3,413,165, in 1913, to 180,906,309 pounds, valued at \$2,552,460, in 1914, and to 98,872,650 pounds, valued at \$1,572,909, in 1915. A falling off is visible in the value of the importation of plates for electrotyping, stereotyping and lithography, though we have only prices to go by, as there is no convenient measure of quantity. The figures relating to wood-pulp show a uniform increase from the year 1905, the earliest for which figures are given, to 1915. The war, of course, has not affected the trade between Canada and this country. It gives little comfort, perhaps, to printers to reflect that the importation of books, music, maps, engravings, etchings, photographs, and other printed matter, has fallen off very slightly, although, on the other hand, the total values of the imports are much smaller than those of the exports. In 1915 the printed matter admitted free was valued at \$3,550,597, and that upon which duty was paid at \$1,951,112; on the other hand, in the same year the United States exported \$8,096,473 worth of printed matter. In many other cases the exports of particular articles seem to balance imports pretty exactly.

If you have great talents, industry will improve them; if moderate abilities, industry will supply their deficiencies. Nothing is denied to well-directed labor; nothing is ever to be attained without it.— Sir Joshua Reynolds.



INDUSTRIES ILLUSTRATED — IN A SHIPYARD.

No. 13.— From the drawing by Carl Scheffler, Palette & Chisel Club, Chicago.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

#### "PRICES FOR ENGRAVINGS."

To the Editor: CHICAGO, July 14, 1916.

In a recent issue of your very good magazine, I note with a great deal of interest your article on "Prices for Engravings." I have taken occasion to use it in half a dozen meetings of our trade organization; and I want to compliment you for having the courage of your convictions and your knowledge and understanding of the engraving business, which, in its entirety and as a business, few people do — or at least have the courage to say what you have said. Your knowledge of the situation permits you not only to say it, but to prove it. I wish there were more like you.

E. W. Houser, President, Barnes-Crosby Company.

## CAN ANY PRINTER OR ROLLER MANUFACTURER BEAT THIS RECORD?

To the Editor: HARTFORD, CONN., June 21, 1916.

In August, 1907, a composition was made and a ductor roller (for a 10 by 15 Colt's Armory press) cast in a printing-office at Hartford, Connecticut, and has been "working" ever since. This roller can be seen "working" on the same press at the present time in the office of The Bond Press, 284 Asylum street, this city.

The following printers — all living — can vouch for the truthfulness of the above statement: H. C. Daniels, Clarence E. Soby, Bert H. Washburn, J. Helmer Johnson (of The Bond Press, Inc.).

H. C. DANIELS.

#### THE SHIRT-SLEEVED GREAT-A REVIEW.

To the Editor: JERSEY CITY, N. J., July 5, 1916.

Here is a book for the workers to read\*—the able, skilled mechanics (employing and employed) who look up to men of the law, medicine, divinity and literature as superior beings, and meekly accept a lower social status, and then live down to their own greatly important and efficient work. Demagogism is bad, of course, and happily its influence is casual and unimportant; but what of all-pervading aristogogism (to coin a new word), which is firmly entrenched in the intellectual domain, maintaining superficial and false standards of greatness, crowning the wasters, the brokers, the middlemen, and the men who adorn desks as against the grease-smeared men whose products they peddle (always with exceptions), not to mention those who rule by divine right (more or less).

Professor Roe quotes Carlyle: "Man is a tool-using animal. . . . Feeblest of bipeds! Three quintals are a crushing load for him; the steer of the meadow tosses him aloft, like a waste rag. Nevertheless, he can use tools, can devise tools: with these the granite mountain melts into

light dust before him. . . . Without tools he is nothing, with tools he is all," provided he himself does not use them. The purpose of Professor Roe's work is "to bring out the importance of the work and influence of the great tool builders. Few realize that their art is fundamental to all modern industrial arts." "History takes good care of the soldiers, statesmen and authors," but "little is known by the general public as to who the great tool builders were, and less is known of their lives and works."

To those who are beginning to see the futility of aristogogism this book will be immensely interesting. It is a thorough piece of history. A few more books of this kind and we will be melting the statues of the warrior class for metal with which to do honor to the constructive class. Think, Messieurs Printers, in what condition your industry would be without the planing-machine, drill-press, lathe, micrometer-gage, gear-cutter, screw-cutter, and other essential tools. Sell, if need be, to the secondhand bookstore your histories of Napoleon, Frederic the Great, Wellington and (hard as it is to write it) Lee and Grant, and buy this book which relates to the genius, persistence, courage and intellectual effort of the shirt-sleeve aristocracy of industry, the founders of dynasties of inventions and potential forwarders of that material well-being and place which is the dividend of human effort. Perhaps the world's history would be tamer if the world's affairs were managed by Ben Franklins rather than by Bismarcks, but it would be spared the present disgusting orgy of blood which men of the tribe to whom history chiefly defers has brought about.

And here is another book of the same anti-aristogogic class†:

Mr. Iles presents interesting biographies of the Stevenses, Fulton, Whitney, Blanchard, Morse, Howe, Goodyear, Ericsson, McCormick, Sholes, Tilghman and Mergenthaler. If any printer accustomed to thinking himself well informed is not aware of the vital importance of the inventions of these men, while he is informed of the achievements of Farragut, Semmes, Sidney Johnson, Sherman, Perry, Jackson, and other distinguished wearers of uniforms, he and his sons need to read this book and others of its kind, and he should take steps to get them circulated by the library of his town or city. Personally, we would exchange quite a number of poets, authors, generals, admirals, lawyers, preachers and professors whose names "no well-read person can be unfamiliar with" for the man who invented the linotype machine or the man who invented the gear-cutting

<sup>\*</sup> ENGLISH AND AMERICAN TOOL BUILDERS, by Joseph Wickham Roe, assistant professor of machine design in the Sheffield Scientific School, Yale University. New Haven: Yale University Press, 1916, cloth, 8vo, pp. 315, illus., price \$3.

<sup>†</sup> Leading American Inventions, by George Iles. New York: 1912, Henry Holt & Company, 12mo, pp. 447, illus., price \$1.75.

machine, and vet millions of dollars have been collected for posthumous honors to "journeymen" poets, generals, etc., while the obstacles to success in the way of the Baltimorean project to erect a useful memorial to Mergenthaler are almost insurmountable. The will of a wealthy typciounder of Philadelphia illustrates the aristogogic idea. His fortune was derived from printers and his success of .naking types depended upon the genius of men of his own trade. Unable to appreciate the grandeur of his own occupation, he felt under no obligation to advance it in public estimation, and left his fortune to erect a monument at the entrance of Fairmount Park to celebrate the names of some twelve second and third rate generals of Pennsylvanian nativity, in which group is his own statue in shirt-sleeves and apron. There he stands, perpetually advertising himself as an underling. "What a man thinks, that he is." HENRY LEWIS BULLEN.

#### LEGISLATION REGARDING DESIGNS.

To the Editor .

CHICAGO, June 5, 1916.

Are the printers of this country aware of the fact that certain legislation is impending in Washington which will seriously affect their business and throw additional burdens upon them if allowed to go through Congress unprotested?

I refer to what is known as H. R. 14666, a bill introduced in the House of Representatives by the Hon. Martin A. Morrison, of New Jersey, chairman of the Committee on Patents, and which has been referred to that committee for its recommendation.

Briefly stated, the purpose of the bill is to permit the registration of designs which come under various classifications, ranging from textiles, fabrics, stoves, wall-paper, boxes, etc., to jewelry, statuary, automobiles and, strange to say, "type-faces, electrotypes, cuts, borders and ornaments, pictorial and advertising designs, lithographs, postcards," and other designs intended for reproduction by various methods of printing.

How these articles come to be included in this strange company is one of the inscrutable inconsistencies of the bill, as, while all the other articles have shape and form and perhaps do not come under the classification of objects of art, these certainly do so, and, therefore, are amply protected by the present copyright law.

That there is no demand for this legislation by the commercial artists and designers of the country is certain, as the provisions of this bill, if enacted into law, would put a handicap upon them that would practically prohibit them from pursuing their calling of making designs for repro-

duction by printing methods.

The raison d'être may be found in that section of the bill which provides for the registration of any design without examination whatsoever as to its originality or novelty, and the issuance of patents for related designs in groups of from ten to one hundred for a single registration fee of \$1. This is plainly an attempt to corner the art market by certain interests and enable them to obtain blanket patents on a whole series of decorative designs, containing merely colorable changes in form, or complete alphabets of letters of every conceivable shape and outline for the ridiculously small fee of \$1 per hundred, and from behind the bulwarks of the Patent Office assail every independent attempt to produce designs intended for reproduction by the various printing processes.

Infringement of these patents is severely penalized, although no search for validity is made prior to their issuance, and the burden of defending suits in court and proving invalidity of the patents is put upon the defendant,

although under the Constitution every man's innocence of crime is presumed and his guilt must be proved by evidence.

What artist would dare make a hand-lettered design or decorate a cover or title-page with this law on the statute books? Is it possible to originate anything new in type-faces or ornaments? If so, it is copyrightable under the present laws. But there are numerous decisions of the courts to the effect that there is nothing new in type-faces—that during the more than four hundred years since the invention of type, human ingenuity has been engaged on the task of producing variations in styles of type-faces, and that, as every present-day letter is merely a composite of old designs, no valid copyright can be obtained.

Unless the printing fraternity and those directly associated with it in artwork wish to engage in expensive litigation to protect their work, concerted effort should be made to prevent this bill from becoming a law, and protest against it should be made to the Chairman of the Committee on Patents and to members of the House of Representatives.

COMMERCIAL ARTIST.

Compiled for THE INLAND PRINTER.

#### INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

Many printing-office employees in England and Scotland are now receiving war advances and bonuses, generally about 2 shillings per week.

AFTER a brief period of suspension, the old literary weekly, the *Academy*, has made its appearance again. It has been reduced in price from threepence to a penny.

THE Dublin *Evening Telegraph* announces its temporary suspension, due to the limitation of its present accommodation after the destruction of its premises and plant.

C. ARTHUR PEARSON has been given the title of baronet. In former years he was prominently before the public as a newspaper proprietor. His fame extended even to America.

THE Scottish Typographical Insurance Society held its annual delegate meeting this year on June 3, at Glasgow. Last December the total membership of the society was 6,618.

It is reported from Glasgow that "no machinemen [pressmen] are to be had for love or money; they are so precious; but a few unfortunate compositors are still looking for work."

As a result of the war, S. A. Cattell & Son, one of the oldest process houses in London, had to close down. The founder of the business—A. S. Cattell—was one of the pioneers, if not the actual pioneer, of zincowork in England.

THE Christian Life recently celebrated its fortieth anniversary. An interesting fact in connection therewith is that the apprentice who set up the first stick of type for the first issue is now the foreman printer, and has been with the paper during all this time.

An exhibition of design and workmanship in printing was held in the Leeds City Art Gallery, from May 10 to June 17. It was organized in conjunction with the Design and Industries Association, and is an expression of the association's efforts to promote a more artistic design in all British industries and products.

THE press novelty of the late insurrection in Ireland was a four-page quarto publication, headed *Irish War News: The Irish Republic*, which was printed surreptitiously. It was issued on April 25 and was numbered

Vol. I, No. 1, and was sold on the streets for a penny. It contained a "stop press" section, devoted to the operations of the "Republican Army" in Dublin.

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WITHOUT violating neutrality, one may quote this from a letter received from a young printer, who has been promoted for heroism "somewhere at the front" across the channel: "I think that after the war those who have served their country will realize their power, and want better conditions. Perhaps we shall start on a better basis."

AN order in council has been issued which provides that:
"No person shall by word or mouth or in writing or in any newspaper, periodical, book, circular or other printed publications, spread false reports or make statements likely to cause dissatisfaction to His Majesty or to interfere with the success of his forces or of any of his allies; or spread reports or make statements likely to prejudice the recruiting, training, discipline or administration of any of His Majesty's forces."

THE Treasury has issued a warning in regard to the practice of printing advertisements of music-halls, theaters, picture palaces, etc., in a form resembling currency notes. It has proved conducive to frauds upon the public. The Treasury says the practice must be discontinued and that it will proceed against those who print or utter advertisements in this form. Furthermore, the Treasury considers highly objectionable the practice of stamping on currency notes advertisements of individual firms or articles.

#### CERMANY

AUGUST KIRCHHOFF, a Stuttgart printer, has five sons and a son-in-law serving under the colors.

THE Leipsic Typographic School has enlarged its capacity by adding courses in machine composition. Two Typograph composing-machines have been installed for the present.

THE fiscal report of the D. Stempel Typefounding Company, at Frankfurt a. M., shows clear profits for the year 1915 of 1,082,658 marks (\$257,672). A dividend of fifteen per cent has been declared.

THE German Booktrades and Script Museum has now gathered its wealth of material in the Hall of Culture, a permanent building which made part of the Graphic Arts Exposition of 1914. A comprehensive catalogue has been provided.

THE prices offered for old paper have recently dropped from 23 marks to 15 marks per 100 kilograms (from \$2.50 to \$1.62 per one hundred pounds). An organized effort at gathering old paper had resulted in an unexpectedly large supply being rounded up.

THE Graphische Welt, the organ of the printing superintendents' and foremen's association, with its May issue attained its twentieth year. It is an exceedingly wellprinted magazine. The association has about 2,400 members, and at the close of its last fiscal year (March, 1916) had assets of the value of 445,000 marks (\$105,910). It is in part also a benefit organization and dispenses yearly extensive relief among its sick and out-of-work members.

THE Executive Committee of the German Master Printers' Association has recommended to the members that they pay bonuses added to the regular wages of their employees. The advances thus recommended are governed by the married state of the employee and the number of his children under fourteen years of age; and the smaller the regular wage the higher the bonus should be. The employees' union had postponed the termination of the present wage-scale from the end of this year to the end of next year, but

requested the employers to take cognizance of the high cost of living due to the war — that some sort of bonus would be not out of place.

THE military order providing for the reporting of all metals on hand, and obligating the sale of a certain portion to the Government, is not without its good side for German printers. It has forced upon them the knowledge that they had in their possession a monstrous lot of old type, stereotypes, electrotypes and other plates for which they had absolutely no further use. Their room is better than their company, and at the present prices it is also profitable to dispose of them. The German Master Printers' Association has for some time established a metal-purveying office, to regulate the sale and the purchase of printers' metals, and it has developed into quite an institution.

THE German Typographical Union, which on May 20 celebrated the fiftieth anniversary of its establishment, at the beginning of the war had 70,452 members; twenty years ago (1896) it had but 21,938. During its existence the relief fund of the organization has distributed benefits aggregating about 48,500,000 marks (\$11,543,000), exclusive of the relief expenditures of the subordinate unions. For non-statutory relief for families of members under the colors, 10,223,565 marks (\$2,433,208) were expended up to March 31. On this date 56½ per cent of the membership had been taken into the army, of whom over 1,500 have received the iron cross and 3,600 have fallen on the field of battle. At the end of the last fiscal year the assets of the association were 11,105,504 marks (\$2,643,109).

#### FRANCE.

In the seven days from April 15 to 21, there were collected in Paris and in the Seine, Seine-et-Marne and Seine-et-Oise departments, 2,385,500 pounds of old paper.

THE ministry of war has installed a printing-plant for its own use. The commercial printers of the country hope that it will not survive when more peaceful days have set in.

ON May 1 the prices quoted for old paper in Paris ranged from \$2.28 to \$3.07 per hundred pounds, according to the quality. Normally, 40 cents is considered a high price.

On April 18 there was established a Book Committee for the purpose of making propaganda in foreign countries for French culture in literature, science and art, and to make better known in France the master works of foreign thinkers. M. Maspero, perpetual secretary of the Academy of Inscriptions and Belles-Lettres, has accepted the presidency of this committee.

THE recent industrial fair at Lyons was followed by a book fair, intended to stimulate the publishing and bookselling trades. It is not impossible, as a Swiss journal says, that Lyons may in time become a French Leipsic. This Rhone city, as it is, may point with pride to a period in the past when it had a flourishing and important book industry, which carried the name of Lyons far over the literary world.

According to a report made by M. Lahure to the Master Printers' Syndicate, out of one hundred fashion journals which circulated in France, at least seventy were printed in Germany and Austria. (This is surprising, in view of the general idea that the feminine modes originate in Paris.) This is merely presented by way of example to show how much foreign-printed French literature was put on the country's market. The report discusses means of altering this state of affairs, for the future benefit of the French printing industry.

THE paper crisis in France has caused the formation of a Syndicate of the Press to relieve the situation, and also the semi-official collection of old paper. The Chamber of Commerce in Paris has also taken up the subject. The situation has been aggravated by the recent decision of the British government to prohibit the export of rags and old paper. The Government is requested either to facilitate the importation of raw materials or to prohibit their export.

A DECREE of May 11 prohibits the importation into France and Algiers of engravings, similigravures, photoengravings, process engravings, prints, chromos, decalcomanies, labels and designs of all sorts, calendars, commercial announcements, interiors of photographic and post-card albums; photographs other than those having an artistic or documentary character; photoengravings and the like on sheets or cut into cards; menus, etc. The prohibition also applies to wall-paper, flock-surfaced and stamped papers, cardboard decorated with paintings, etc.

#### SWITZERLAND.

In normal times the municipal government of Zurich uses 330,000 pounds of paper annually, valued at about \$19,300. In view of the paper scarcity, the various officials have been ordered to practice the utmost economy in its use.

THERE was held, from June 10 to July 23, in the Industrial Arts Museum at Zurich, a special exposition devoted to lithography. The exhibit, in its various phases, was extensive and showed the lithographic art to be still very much alive.

AN association of various interested industrial organizations has prepared a Swiss export directory, listing 1,800 concerns and 5,000 articles of manufacture, for circulation abroad. It will be printed in the German, English, French, Italian, Spanish, and later Russian, languages. This is a good pattern for American industries to follow.

As an example of what influence the postage-rates have on printing, it may be stated that the Swiss postoffice department reports a decrease of 11,750,000 in the number of pieces mailed in the year 1915, mainly due to the raising of the postage-rate from 2 to 3 centimes on printed matter. Eternal vigilance is the price of — existence, and it is well for American printers and publishers to watch the Postoffice Department, to ward off detrimental policies.

THE Swiss Typographical Union convened its fiftyeighth annual meeting on June 11 at St. Gall. The Printers' Union held its general assembly at Olten on June 25. The forty-second annual conference of the Typographic Association of Romance Switzerland was held at Neuenburg on June 3 and 4.

LED by present conditions to dispose of old papers, the files of the main railway offices at Zurich were dug into. Of the material which had been stacking up and rotting in vaults since 1850, some forty tons have so far been transported to the paper-mills, and four men kept at work sorting out more. It has proved somewhat of a mine for collectors of rare postage-stamps.

#### ITALY.

THE Red Cross Society of Italy has issued an appeal to all the people to put at its disposal all useless old paper, the proceeds from the sale of which will be used for its ambulance service.

THE Italian Papermakers' Association announced another increase in the price of news paper, making the rate in April, May and June about 5 cents a pound. The users are protesting and are trying to get the Government to per-

mit the free importation of this paper. The manufacturers, however, point out that this would not help much, as foreign news paper is quoted, delivered at Genoa, at fifty per cent higher than the home manufacturers are asking.

An ingenious and inexpensive device has been introduced in Italy for warming soldiers' rations. This Scaldarancio, as it is called, is made of old newspapers. These are rolled together as tightly as possible and the edges gummed, so that they form a compact stick of paper. This is then steeped in paraffin and cut into segments, one of which is sufficient to heat a man's rations. Old newspapers are being collected all over Italy for making Scaldarancios.

#### AUSTRIA.

THE recently issued annual report of the printery superintendents' and foremen's union shows its membership to be 559, and its assets on December 31, 1915, to have been 135,955 crowns (\$27,598).

New decrees have been issued in this country for requisitioning lead and tin to the extent of eighty per cent of the manufacturers' and merchants' stocks. Typefounders, printers and newspapers are required to give up twenty per cent of their type.

#### MONTENEGRO.

A NEW journal has been started at Cettinje, one of whose purposes is to introduce the Roman alphabet for the printing and writing of the Croatian language. Its matter now appears in the Cyrillic and Roman scripts, side by side. After a time the Roman will be used exclusively.

#### RUSSIA.

THE Cabinet has decided to reduce provisionally, for the duration of the war, the import duties on all sorts of paper, except on certain colored and white varieties specially mentioned, note-books and ruled paper.

#### HOLLAND.

THE Haarlem *Courant* is one of the oldest European journals. On January 10 it had attained the two hundred and sixtieth year of its existence.

#### ILLUSTRATIONS FOR CHILDREN'S BOOKS.

The two-page colored insert which appears in this issue of The Inland Printer is from the press of Rand, McNally & Co., of Chicago, and shows the character of colorwork done by that publishing house in illustrating its books for children. For the past twenty years the company has specialized in children's books.

It has long been a question as to which was the better method of color-printing for books of this character. After considerable experimenting the company came to the conclusion that it was better to print from blocks, as the brilliancy of the solid colors make a strong appeal to child-ish eyes.

The illustrations shown in the insert are from "The Real Mother Goose," and are reproduced from the original paintings by Mrs. Blanche Fisher Wright, of Mt. Kisko, New York, who has attained national fame as an illustrator of books for children. The book contains 178 colored pictures and 313 verses, and is not only singularly interesting for children, but holds the admiration of "grown-ups."

The printing was done on three Miehle presses; the red on the first, blue on the second, yellow on the third, and the notably good register gives this presentation a technical value to our readers. The work was done under the personal supervision of Mr. Fred Cowles, foreman. The inks used were manufactured by Rand, McNally & Co.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

#### Apostrophe or Not?

F. P., Miami, Arizona, writes: "Being a reader of your valuable magazine for some time, from which I have derived a great deal of valuable information, I am taking the liberty to ask you if you can settle an argument for me. I claim that in a firm name like The Citizen's Bank and Trust Company the apostrophe should not be used when the sentence is used as a firm name, but it should be written The Citizens Bank and Trust Company. I would like to have your opinion on this matter."

Answer.— This is a point on which equally able men disagree. For instance, there is the Authors' Club in London and the Authors Club in New York, one with apostrophe and the other without, but both right. In my opinion Citizens' Bank and Trust Company is the only correct grammatical form. I have never heard or seen a feasible reason why it should be otherwise, but many people insist that it must be without the apostrophe.

#### Teaspoonfuls or Teaspoonsful?

J. H. P., Worcester, Massachusetts, asks: "Which is considered proper spelling, teaspoonfuls or teaspoonsful? What rule can be followed for the plural of such words?"

Answer. Teaspoonfuls is the only proper spelling, and nobody who has any idea of reasonableness, and any care at all for propriety, will ever write teaspoonsful. A teaspoonful is a quantity with which the teaspoon itself has no connection except as the standard of measurement, and its plural means simply a number of such quantities, and not a number of spoons. The same reasoning is good for every such word. Why a rule should be demanded for every little item of practice is not clear to me, and the best I can offer is the rule of common sense and universal (good) practice. The Standard Dictionary says of the suffix ful: "Nouns having this suffix form the plural by a terminal s, as cupfuls, pailfuls. The forms cupsful, etc., are not in accordance with the rule for the formation of plurals. Cups full, etc., are correct for 'more than one cup, each being full." The rule referred to for plurals is: "Compounds commonly form the plural regularly by adding s or es to the complete word; as, spoonful, spoonfuls." Never form the plural of a solid word by adding to any syllable except the last one.

O. A. T., Franklin, New Hampshire, writes: "I suppose I am something of an old fogy, but there are certain things which hurt as I read them in print. One is the double negative, and there are others, but the worst is the custom of using 'sit.' A circular just received, advertising a proof press, has this sentence: 'It is made to sit on a bench or table.' When I commenced, as a lad, over forty years ago, to learn something of printing I was taught that I could 'set my hat on the table and sit down

in the chair.' We were told that inanimate things could not sit, and it was always a question whether the hen could sit or set. But nowadays everything appears to sit. The machinist sits up the machinery, the housewife sits her bread to rise, and no doubt we shall soon be told that the sun sits in the west."

Answer .- There are worse things possible than being an old fogy, but some kinds of old fogies can manufacture a lot of useless trouble for themselves and others. A person who allows himself to be hurt by things he sees in print had better take a little trouble to set himself straight concerning those things before uttering complaint, for otherwise he is sure to get into hot water. Everybody with a feeling for correctness knows that the double negative is usually wrong, though not everybody knows that one of our foremost professors of English has recently averred that the time-honored teaching is not true that "two negatives make an affirmative," because we always know what is meant. It is bad enough to allow real errors to hurt: it is much more comfortable to laugh at them and pass them by. It is entirely another matter to imagine error when there is none and rush into faultfinding without justification. And this is just what is done in almost every instance in our common verbal criticism. It is thus we get objections to locutions like "under his signature," because, forsooth, some "precisian" saw that most frequently the signature is at the bottom, and did not perceive the real meaning of the expression, which has no connection with the position of the signature. One of the misuses of words that always shock me is rapidly pushing out the better word for what is meant, with little probability of common correction. This one is mentioned here mainly because it occurred in nearly the last sentence of news in my reading, which said that persons had contributed money to buy "necessities" for soldiers. What it was intended to buy are much better called "necessaries"; necessity is so preëminently the word for the urgent need that it always jars me to hear or see it used to mean the things that are needed. But this is a matter in which, ordinarily, silence is golden, although we are at liberty to think all we please. What words we use grammatically in expressions conventionally open to choice is practically unimportant.

Our correspondent has tempted us aside from our main purpose, which is not that of teaching English, but of helping our friends with their problems in proofreading. In the special case mentioned in the letter the proofreader will do well to leave the expression as written. A proofpress may with perfect propriety be said to sit on a bench or table, or to be set on a bench or table, one verb being intransitive and the other transitive. The reader may think anything he chooses, but here he had better leave his thought unexpressed. For instance, the press possibly

would a little better be said to stand or to rest on a bench or table, but the choice is very slight, not enough to be worth any fuss.

Set and sit are certainly often misused, and probably always will be. Their correct use is unchanged from that of forty years ago, and is likely to remain so. Our letter gives the first intimation I ever saw that a machinist would sit up machinery, that a housewife would sit bread, or that the sun would sit in the west. Of course it never will be so.

#### Time in Figures.

J. J. B., Bronx, New York city, says: "Having read your answer to J. M. B., in The Inland Printer for June, it seems to me it is customary to separate the hours from minutes with the periods, and to separate minutes from seconds with the colon. The usual style on the sporting pages of New York newspapers is, 'his time was 1.12:50,' meaning 1 hour, 12 minutes, 50 seconds. Were the colon used it would designate minutes and seconds, not hour and minutes. If the colon is to be used between hour and minutes, how is the distinction to be made when minutes and seconds are spoken of?"

Answer .- The question referred to asked on what authority the papers used the colon, acknowledging the fact that they do use it. A glance will disclose the use on most of the New York newspapers, with no distinction between the two places, although some of the papers do use the period. The New York Press (now no more published separately) used to have such time, at least sometimes, 1.12.50. Presumably the distinction was left to be inferred from the circumstances. Now, in the Sun, a table which was printed in the other paper with periods has all colons. Practice is certainly not settled either way. My own personal preference favors the use of the colon exclusively. De Vinne says use the period exclusively. One way is better in my opinion, the other in his. My strong impression is that practice on our newspapers is divided, with the use of colons largely predominating.

#### WATCH YOUR PERCENTAGES.

Experience has proved that but few business men have learned to properly figure profit. Remember that twenty per cent added to cost does not yield twenty per cent profit. Profit is properly figured on sales, and to make a twenty per cent profit you must add twenty-five per cent to cost.

Keep the following schedule before you and you will find it worth many dollars in the course of a year.

5 per cent added to cost is 4% per cent profit on selling price. 8½ per cent added to cost is 7 per cent profit on selling price. per cent added to cost is 9 per cent profit on selling price. 12½ per cent added to cost is 11½ per cent profit on selling price. 15 per cent added to cost is 13 per cent profit on selling price. per cent added to cost is 141/4 per cent profit on selling price. 17½ per cent added to cost is 15 per cent profit on selling price. 20 per cent added to cost is 16% per cent profit on selling price. 25 per cent added to cost is 20 per cent profit on selling price. per cent added to cost is 23 per cent profit on selling price. 331/3 per cent added to cost is 25 per cent profit on selling price per cent profit on selling price. 35 per cent added to cost is 26 37½ per cent added to cost is 27¼ per cent profit on selling price. per cent added to cost is 281/2 per cent profit on selling price. per cent added to cost is 31 per cent profit on selling price. 50 per cent added to cost is 331/3 per cent profit on selling price. per cent added to cost is 351/2 per cent profit on selling price. 55 per cent added to cost is 371/2 per cent profit on selling price. 60 per cent added to cost is 391/2 per cent profit on selling price. 65 66% per cent added to cost is 40 per cent profit on selling price. per cent added to cost is 41 per cent profit on selling price. 70 per cent added to cost is 42% per cent profit on selling price. 80 per cent added to cost is 441/2 per cent profit on selling price. 85 per cent added to cost is 46 per cent profit on selling price. per cent added to cost is 471/2 per cent profit on selling price. per cent added to cost is 50 per cent profit on selling price.

Written for THE INLAND PRINTER.

#### WORD-DIVISION.

BY F. HORACE TEALL.



IVISION of words at the ends of lines is considered important by some writers on language, but utterly neglected by others. Many authors and editors never notice it at all, leaving it unchallenged as it happens to come from the printers; some occasionally correct a division that attracts their attention because of its special unfit-

ness; some, but few, are careful to correct this and all details always.

Everything involving change in the type is important to printing-office economy, some things more, some less. From the literary viewpoint nothing could be less important than the way in which a word is divided.

Practically, the proofreader's best equipment in this respect is ability to conform to circumstances, and the wise worker will never make unnecessary changes. In fact, it is as much his duty to know when things are right and leave them unchanged as it is to know when they are wrong and change them.

Division of words has been the subject of much argument, and every one who has advocated any certain method, as opposed to other methods, thinks his way is the right one. Some people, among them some who must be obeyed, persist in preferences thought by most others to be unreasonable.

One method especially has been sporadically recommended, but never widely adopted. It is so-called etymological division — dividing words into their etymological elements. This method demands too much philological knowledge on the part of people who do not have such knowledge, and this would be an insuperable objection, even were there no other.

In some classes of words etymology influences division, but it never can be the most general ruling influence. From a false notion of etymology, however, arise a number of word-divisions that appear in print too frequently, as mechan-ism, spec-ial, tempor-ary, which should be mechanism, spec-ial, tempor-ary.

Many words were divided in the original Funk & Wagnalls Standard Dictionary in an uncommon way, and some in a way that is not uncommon but not elsewhere recognized as best, according to etymological notions. This work is entirely changed in the New Standard.

Another method has been called dividing on the vowel, and used to be known as the English way, but has been largely discarded in England, though not altogether. This way words like property are divided pro-perty, while the prevailing practice gives property.

The prevalent system is simple and accurate, with no involvement arising from a demand for fussy distinctions that serve no useful purpose. Its main principle is that division of the letters of a word should agree with the divisions of the sounds. Such agreement is not always possible, but it should be secured where it is possible.

One example of a question of division subject to differing answers is shown by O. W. Holmes, in "The Professor at the Breakfast-table," in old-fashioned school spelling: "R-e, re, s-i-s, sis, t-a-n-c-e, tance, Resistance!" People differ as to words of this kind, many making what the author holds to be the mistake of treating them as made of two English elements, as resist and -ance. In the other way one division is established for all of them, as in

abun-dance, which is held to be right by everybody who knows any reasonable argument.

Horace Hart, printer to the University of Oxford, England, in his "Rules for Compositors and Readers," prefers the divisions abun-dance, corre-spon-dence, depen-dent, impor-tant, respon-dent.

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The "Manual of Style" of the University of Chicago Press says: "In derivatives from words ending in t, the t, in divisions, should be carried into the next line with the suffix if the accent has been shifted; if the derivative has retained the accent of the parent-word, the t should be left in the first line: objec-tive (from ob'ject); defect-ive (from defect')." How much simpler (and more reasonable) to treat them all alike and make -tive the last syllable every time! Another lot of words which might better be all divided alike are those which used to differ in the dictionaries as practi-cal and music-al. All of these are now divided alike in the dictionaries, as practi-cal, musi-cal.

The system by sound distinguishes long and short vowels by ending its syllable with a long one and putting a closing consonant into the syllable with a short one, as in fa-ble, fab-ulous, pro-ceed, proc-ess. Except in words with English suffixes, as mak-ing, where mak-unmistakably stands for make.

Of course differences of opinion and practice arise, and the proofreader must act accordingly. It is helpful to have a dictionary selected as final authority. The old-time objection that the dictionary did not attempt to indicate divisions for printers is not applicable now. All the new dictionaries make printers' divisions a special feature.

Some notions are current, as to dividing words, varying as to the strictness with which they are enforced. Most of them are so well known to compositors that change by proofreaders is not much needed. Some of these notions can be learned through experience only. A few are practically universal, as the rule that no more than three hyphens are to appear successively at the ends of lines.

Much could easily be said about this subject, but not really much would be added thereby to the substantial effect.

It is practically an unimportant detail of language, but one that causes much uncertainty in practice. Whether we shall ever have universal agreement is not sure, to say the least. So many different persons have different ways of thinking out results from the same circumstances that it does not seem possible to secure agreement.

As the differences appear to me, on surveying the effect of each method, the only possibility of a reasonably consistent system, easily learnable by any one, seems to be indicated in what is here said.

Until some system is much more widely understood, only gross absurdities may be properly called errors.

#### NIFTY WORK.

An attorney, angered because of an adverse ruling by the judge, left the courtroom, remarking to another lawyer that "the judge was an ass and shouldn't be on the bench."

Before the case ended the judge heard of the remark and called the attorney before him.

"I hear," he said, "that you called me an ass and said I ought not to be on the bench."

"Sure," replied the quick-witted attorney. "Anybody with your profound knowledge of the law is an ass to be on the bench. You ought to be practicing before the bar, where your talents could be cashed into big money."—

Written for THE INLAND PRINTER.

#### THE LITERATURE OF TYPOGRAPHY.

NO. XXXII.— GREAT BRITAIN — Continued.

BY HENRY LEWIS BULLEN.



ACK of leisure compelled a temporary cessation of these articles. The two articles preceding this one (October and December, 1915) related to the early apparatus, types, methods, wages, hours, associations and status of employing and employed printers, and nowhere else has so much data been assembled in the effort to picture printers

and printing in the first three centuries of typography. In the August, 1915, issue the discussion of the literature of printing in England was brought down to the close of the seventeenth century, when the occupations of publisher, editor and printer each began to be specialized, instead of being combined in one person, as was the general practice for the preceding three hundred years. This gradual change, which seriously affected the status of printers, was the logical result of the introduction of the new profession of literature. Authors required to be paid, and between the authors and the printers on one hand, and the printers and the public on the other hand, middlemen called publishers appeared, speculating in the genius or popularity of writers. Through the publishers, the timid printers evaded the risks, though they might lose the profits resulting from publishing on their own account. While at the outset literature as a profession was precarious to a degree, unless supported by patronage --- as witness the struggles of Johnson, Goldsmith and others - this was scarcely the fault of the demand for works of genius or knowledge, for the earlier publishers in England amassed extraordinary fortunes, as also did many printers who continued to combine publishing or editing of books with their manufacture. Thus the first great publisher, Jacob Tonson, dying in 1736, left a fortune of more than £100,000. Thomas Guy, founder of Guy's Hospital in London, which he endowed with £219,499, commenced as a publisher with a capital of £200. Curll, Lintott, Dodsley and Millar were contemporary with Tonson, and all acquired great wealth. The same period saw the rise of other publishing-houses which continue to this day, such as Longman (1724), Rivington (1711) and Murray (1769).

Our interest is rather with the printers of the eighteenth century. The restriction which as late as 1699 limited the number of printing-houses to twenty, had been removed, and printing spread rapidly and prospered, although still subject to governmental suspicion and antipathy. In the Typographic Library and Museum there is a curious broadside prepared for the use of the Government in 1724: "A compleat and private List of all the Printing-houses," from which it appears that there were twenty-eight printing-houses in the English provinces and seventy-five in London, with three daily, five weekly, and ten thrice-a-week newspapers in London. The printers are classified as "well affected to King George," "non-jurors" (dissenters), "said to be high-flyers" and "Roman Catholics." This list contains the names of several printers who acquired great fortunes, such as John Watts, who employed Ben Franklin, and whose business is continued prosperously to this day under the style of Gilbert & Rivington; Henry Woodfall, whose son and successor is famous as the publisher of the "Letters of Junius"; William Bowyer, whose business (now Nichols & Sons) is to-day one of the greatest in London; Samuel Richardson, who after acquiring a large fortune by printing became the most popular novelist of his time — the inventor, in fact, of the modern novel; John Basket, head of a printing-house whose proprietors were "printers to the King's most excellent majesty" from early in the seventeenth century. In 1724 he sold an interest in his monopoly to Charles Eyre for £10,000, whose business continues to-day as Eyre &



William Bowyer I. (1663-1737), founder of an eminent printing-house, still continuing in London.

Spottiswoode, Ltd.; John Barber (Lord Mayor of London), and James Bettenham, whose fortune was made by a weekly newspaper.

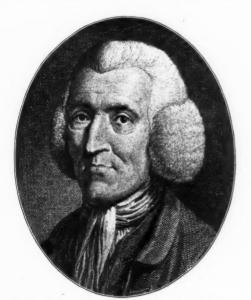
Other eighteenth century printers who achieved much fame and great fortunes were Edward Cave, a journeyman printer, who invented the modern magazine, printing and editing the Gentleman's Magazine from 1731 until his death in 1754, since which time it continued until about five years ago; William Strahan, lifelong friend of Franklin, who in 1739 established the printing-house now known as Spottiswoode & Co., Ltd., of London, as well as another of the present great printing-houses, Eyre & Spottiswoode, Ltd., in 1770. Franklin began his correspondence with Strahan in 1743, offering terms of employment to a young printer recommended by Strahan. The young man's name was David Hall, who eventually (1748) became partner with Franklin and remained such until his death. Strahan and Hall, fellow journeymen, were quite intimate, and we learn more about Strahan's personality and activities in a long series of letters to Hall than from any other source. Franklin did not meet Strahan until 1757, but thereafter whenever Franklin was in England these two men were close companions. Starting in London in 1739 with two journeymen and one apprentice printer, Strahan, a Scotsman, achieved remarkable success. His books of account have been preserved, kept in his own hand, very methodically, showing that he "knew his costs," including "overhead." The first page is a summary for one year. The first week his pay-roll was £4 10s. 6d.; and in the fiftysecond week £9 2s. 0d. The table shows for the year: wages, £234; household expenses (he was married), £86 14s. 6d.; wearing apparel, £15 9s. 0d.; household furniture, £16 5s. 6d.; printing materials, £30; for the children,

£3 15s. 6d.; paper, books, etc., £73 3s.; incidental expenses, £24 17s. 6d.; money lent, £2 2s. 0d.; money repaid, £250 10s. 0d.; total expenses, £737 17s. 0d.; received for work, etc., £444 14s. 6d.; money borrowed, £294 6s. 0d.; money repaid, £2 12s. 0d.; total received, £741 12s. 6d. After Strahan got his financial foothold, his practice was to take a share of the risks and profits of publishing the books he printed. At one time he had such a share in more than two hundred books, for each of which he kept a separate account. Among these books were some of the most famous, such as Dr. Samuel Johnson's great and immensely profitable Dictionary (in which he was one of six partners), Gibbon's "Decline and Fall of the Roman Empire," Hume's "History of Great Britain," and Robertson's various histories. He was the printer of a monthly magazine and a daily newspaper, in which he also had a share of the profits of publishing. Writing to Hall, he says: "I quickly saw that if I confined myself to mere printing for booksellers I might be able to live, but very little more than live. I therefore soon determined to launch out into other branches in connection with my own, in which I have happily succeeded, to the astonishment of the rest of the trade here, who never dreamt of going out of the old beaten track. Thus I have made the name of printer more respected than ever it was before, and taught them to emancipate themselves from the slavery in which the booksellers held them." In 1767 he paid £5,000 for a third interest in the appointment of King's printer, and his partners not being practical men, he from the beginning managed the business to the great profit of all concerned. He was twice elected to Parliament and was, in fact, the greatest personality among the printers of his time. The prestige of his printing-house has been continued by his descendants, several of whom have sat in Parliament, a high honor in Great

Much has been written of the group of printers whose names have been mentioned above. No other group of men of that period engaged in trade compares with them in social and public eminence and financial success. Printing was then a highly lucrative business, despite the fact that all printing was done on slow wooden hand presses and there was no stereotyping, while types cast in hand molds were expensive. Any printer who will take the time to acquaint himself with the history of these great eighteenth century printing-houses will not fail to have his pride in printing greatly fortified. It was contact with these men that instilled into Franklin that pride in printing which was his strongest sentiment.

That we know so much of the details of the printing industry of this period is due to the extraordinary literary industry of John Nichols, apprentice and eventually successor of the Bowyers. The business of Nichols & Sons, now flourishing in London, was established in 1699 by William Bowyer. Thirteen years after (1712) his house and shop - for the practice then was to reside over or beside one's printing-office - were totally destroyed by fire. The loss was appraised at £5,146 18s. To provide capital for resuming business a subscription was taken among the trade, with liberal results, which fine event is commemorated by a bronze tablet in that Mecca of typography, Stationers' Hall. Bowyer resumed in a smaller way, but soon recovered his former position, so that when he died in 1737 his establishment was not surpassed in London either in reputation or extent. He printed, among other notable works, Michael Maittaire's "Historia Typographorum aliquot Parisiensium," 2 vols., 8vo, 1717, relating the lives of several eminent printers of France, and if these are

fair examples of the work of William Bowyer I., he deserved the reputation of producing the best English printing of his time. He it was who discovered the talent of William Caslon as a letter-cutter, and persuaded him to commence typefounding, advancing him the means to establish himself. He was succeeded by his son, William Bowyer II., born in 1699, whose mother was the daughter of a journeyman compositor, Ichabod Dawks, celebrated for his learning in several languages. The younger Bowver was educated in Cambridge University, and in 1722 became partner with his father. He was successful in maintaining the reputation of his house and increasing the fortune inherited from his father. At his death, in 1777, he was "confessedly the most learned printer of his time." His enterprise and education brought him into agreeable relations with the most eminent scholars and scientists of his time. He was decidedly proud of his occupation, enjoyed the highest honors of the Company of Stationers, and wrote a book in 1774, "The Origin of Printing," with appendices "On the first printed Greek Books," "On the first printed Hebrew Books," "On the first printed Polyglotts." A second and enlarged edition was issued in 1776. He was the author of several books for the higher schools, and Harvard University in 1767 acknowledged a gift from him of "several valuable books, particularly your (his) late curious edition of the Greek Testament with learned notes." He had one surviving son, Thomas, who preferred a life of leisure, so that the business passed, as a bequest, into the hands of John Nichols, who in 1757 had entered the printing-house as an apprentice, and advancing by merit alone, came to be not only its manager but the close and confidential friend of his employer. The will of William Bowyer II. is an elaborate document. He bequeathed to his son and relatives and friends and employees cash to the



William Bowyer II. (1699-1777), wealthy printer, author, historian of typography, and most learned printer of his time.

amount of more than £14,000, besides farms in two shires; and after which he wrote: "And now I hope I may do something for the benefit of printing," leaving £3,250 and the income from £3,000 in trust to the Company of Stationers to be expended in annual benefactions to printers employed in London. These trusts continue to this day.

Finally he wrote: "I give and bequeath all the rest and residue of my personal estate unto the said John Nichols for his own use and benefit." In estimating these accumulations it is to be remembered that the purchasing value of a pound sterling in 1777 was about three times its present power.



John Nichols (1744-1826), apprentice and successor of William Bowyer II., whose writings are indispensable to students of typographic history.

John Nichols was a worthy successor of the two Bowyers. By constant study he, too, had become a learned printer. His employer gave him, in addition to the lucrative business, "all books that relate to Cicero, Livy and the Roman history, particularly the Cenotaphia of Noris and Pighuis, my grammars and dictionaries." This learning was the tie that bound them. Successive generations of this grand old printing family have followed the fortunate apprentice, and in each generation one, at least, of them has been distinguished for scholarship and contributed to useful literature. They acquired large estates, associated with the learned great, and loved printing. John Nichols, within a year of his employer's death, printed for private circulation twenty copies of the now very rare pamphlet, "Anecdotes, Biographical and Literary, of the late William Bowyer, Printer," London, 1778, 8vo, pp. 52. In the same year he bought control of the Gentleman's Magazine, which he edited until his death, being followed as owners and editors by a son, John Bowyer Nichols, F.S.A., and a grandson, John Gough Nichols, F.S.A., successively owners of the printing-house and editors of the magazine, until the Nichols family sold the property in 1851. This magazine catered chiefly to the country gentlemen of Great Britain for more than one hundred and seventy years, and its ideals were all that its name implies. From 1731 to 1851 this magazine was edited by practical printers. It was the product of their heads, hands and printing apparatus. In 1781, John Nichols, in vindication of the inventor of stereotyping, printed the "Biographical Memoirs of William Ged, including a Particular Account of his Progress in the Art of Block (Plate) Printing," 8vo, pp. iv, 40. In 1782 he issued an extended edition of his life of William Bowyer II., with the title, "Biographical and Literary Anecdotes of William Bowyer, Printer,

F.S.A., and of Many of his Learned Friends," 4to, pp. viii, 666. This book is extended from the privately printed twenty-page pamphlet of 1778, by a thorough series of notes relating to all the personages who had relations with William Bowyer, and contains a surprising amount of information which can be gathered from no other source. The text is in 12-point, frequently only one line to the page, while the principal notes are in 9-point, notes upon the principal notes in 7-point, and notes upon the secondary



Edward Cave (1691-1754), printer, who issued and edited the first magazine, the *Gentleman's Magazine*, one of the great successes of publishing.

notes in 6-point - an extraordinary make-up. During the years 1812 to 1815 he issued his greatest work, in which the contents of the book above referred to are included, "Literary Anecdotes of the Eighteenth Century," in nine 8vo volumes, 6,530 pages in all! Much of what we know of the printers and typefounders of that period is derived from this first-hand information of this great printer, who ever had the point of view of a practical printer. He included several copperplate portraits of printers and typefounders. Writing of the space given to his own occupation in his books, he said: "If asked why printers and booksellers in particular, I answer, they are a valuable class in the community, the friendly assistants (at least) if not the patrons of literature, and I myself, one of the fraternity." In the preface to the ninth volume the learned printer says of his work: "It is a mine of literary materials, whence future biographers and historians will readily and unsparingly collect what may suit their several purposes," a prophecy which has been amply fulfilled, as every one who is widely read in books relating to the intellectual history of the British people will testify. No other book is quoted to so great an extent on matters relating to literary work in the eighteenth century. Besides these literary labors, Nichols wrote and published many books on antiquarian and topographical subjects. A complete list of his works numbers sixty titles. When he was chosen Master of the Company of Stationers, he declared that he had reached the "summit of his ambition." He gave many gifts, busts, tablets, oil portraits and cash to the Company, and died at his work in 1826, honored and successful. His grandson and successor in the third generation, John Gough Nichols, F.S.A., wrote "Memoir of Day, the Printer" in 1832, and "Historical Notices of the Worshipful Company of Stationers of London, with Description of their Hall, Pictures and Plate, and of their Ancient Seal of Arms," 1861, 4to, pp. ii, 25, with several illustrations. As an author he was as prolific as his famous grandfather. His life is commemorated by an interesting illustrated "Memoir of John Gough Nichols," by Robert Cradock Nichols, his brother.

The story of printing in the eighteenth century is not complete without reference to Baskerville and Bulmer, the first English printers to achieve great celebrity for fine printing. These men and their work were discussed in a previous article.

Another great printer was Luke Hansard, who having served his apprenticeship in Norwich, where he was born in 1752, journeyed to London in 1772 and found employment with John Hughs, printer to the House of Commons, and rose from foreman to partner and sole ownership, founding the House of Hansard, a dynasty of printers, whose name for many years has been used to designate the reports of the British Parliament. The name "Hansard" has the same significance in Great Britain that Congressional Record has in America. The Hansards printed and published the debates, acts and reports of Parliament at their own expense, selling a large supply for the use of the Government, as well as to libraries, subscribers, foreign governments, etc. The House of Hansard is still flourishing. Luke Hansard died in 1828, a prince among printers, and in the following year his sons and successors published privately a handsomely printed "Biographical Memoir of Luke Hansard, Esq., Many Years Printer to the House of Commons," large 4to, with a portrait.

Enough has been set down here to prove the high status and financial success of the English printers of the eighteenth century. The list of the opulent might be largely extended if it were worth while recording such one-sided successes. An exception may be made of John Bell, whose printing was much admired, as he is credited with having been the first in England to discard the long s, for which many millions may call him blessed.

The great printers of the eighteenth century in England almost all followed literature as an avocation, while assiduously and successfully promoting their vocation of printing. In the whole history of printing we remember none who has achieved greatness in the industry who did not possess literary ability above the average. From Aldus to De Vinne what other industry presents so large and glorious a company of men of scholarship and exalted ideals? As our subject relates to literature, most space has been given to those who used their pens in behalf of printing, and we will now conclude this article with some account of Samuel Richardson, one of England's greatest authors, born in 1689, the son of a carpenter, and apprenticed in 1706 to a printer in London. In 1719 he became a master printer in a small way. When he reached the age of fifty he had made a fortune in printing, and had the honor of serving as Master of the Company of Stationers. With wealth came leisure, and then Richardson in 1740 astonished the world with "Pamela," a novelthe first novel, in fact, in the modern sense of the word - which had an immediate success throughout Europe. Like Byron, he "awoke one morning and found himself famous." Other works of his genius followed: "The History of Clarissa Harlowe" and "The History of Sir

Charles Grandison," which were welcomed with the same degree of popularity that at later periods was accorded to the novels of Scott and Dickens. These were only part of his writings. His novels were issued in numerous editions in several languages. His complete works in twenty volumes have been reprinted several times, the latest in 1902. He died in 1766, and his loss was mourned by the public with the same fervor that was expressed when Sir Walter Scott and Charles Dickens passed on. Dr. Johnson, Voltaire, Pope and Diderot, master minds of the eighteenth century, agreed that this printer was the literary marvel of that period. In 1889 the Company of Stationers placed a tablet in his honor in St. Bride Church, in the heart of the printing section of London, and his portrait and bust are enshrined in Stationers' Hall.

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In a great formative period in the world's history, which culminated in the Republic of the United States and the French Revolution, and witnessed radical revolutions in scientific opinions, the printers in Europe and America were conspicuous as leaders, and maintained the ideals of their predecessors, the Aldine Family, the Estienne Family, Dolet, Froben, Tory, and other master minds of typography.

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Spottiswoode & Co., Ltd., 1912, 8vo, illus., pp. 62.

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John Bell (1745-1831), a distinguished printer of London, who first abolished the use of the long s in England.

first printed Hebrew Books, with Observations on some Modern Editions, and a Collation from Walton's Polyglott; III. On the early Polyglotts. London, 1774, 8vo, pp. xvi, 144.

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Timperley, C. H. A Dictionary of Printers and Printing, with the Progress of Literature, ancient and modern, and Bibliographical Illustrations. "If asked why printers and booksellers in particular, I answer, they are a valuable class in the community, the friendly assistants (at least) if not the patrons of literature, and I myself, one of the fraternity. Let the members of other professions, if they approve of the suggestion, in like manner record the meritorious action of their brethren."

— John Nichols. London, 1839, 8vo, pp. 996, with a Manual of Printing by the same author, pp. 116, illustrated.

Timper'ey, C. H. Encyclopedia of Literary and Typographical Anecdote, being a Chronological Digest of the most Interesting Facts illuminative of the History of Literature and Printing from the earliest period to the present time, interspersed with Biographical Sketches of Printers, Eminent Booksellers, Type Founders, Engravers, Bookbinders and Paper Makers of all Ages and Countries (etc.), compiled and condensed from Nichols' Literary Anecdotes and numerous other authorities. Second edition (with change of title, see above), to which are added a Continuation to the Present Time, and a Practical Manual of Printing. London, 8vo, 1842, pp. 116, 996, 12. Timperley is indispensable to the student of printing.

#### A NEWSPAPER ADVERTISEMENT SIX BLOCKS LONG.

Did you ever have enough material to run two or four pages extra and not have enough advertising to justify the extra sheets? What did you do?

The Missourian, Columbia, Missouri, worked up a page of good advertisements in a short time recently when it needed the page.

A narrow white strip was run down the center of the page and labeled "Ninth Street," while across the top of the page ran another narrow strip which represented "Broadway." Starting at Broadway, a row of narrow boxes were laid off on each side of Ninth street. Then the merchants along this street were sold the space that corresponded to their location. When the page was complete it carried a small advertisement of every merchant on that business street of six blocks and also showed his relative location.

The page was headed "Trade on South Ninth—the Busiest Street in Columbia." The merchants were pleased, and the paper received almost as much revenue as it would have from one page sold to a single merchant.

#### GETTING BACK AT HIM.

Politician — I have nothing to say. All I know is what is in the papers.

Reporter — I see now what you meant yesterday when you said there is nothing in the papers nowadays.— Puck.



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

#### "Estimating for Printers."

Howard Hazell, of London, England, who is well known as one of the pioneers of the "Costing" movement, as our British cousins call it, has prepared a new book on "Estimating for Printers," which has been published by the Costing Committee of the Federation of Master Printers of Great Britain, and is one of the most complete that it has been our pleasure to examine up to the present time.

Beginning with the enumeration of the basic conditions and forms necessary for estimating, it continues through a description of the various articles used in producing a job of printing and the labor required to handle them; giving in each section valuable information as to allowances for spoilage, proper method and cost of handling, and methods of testing. In the binding section it gives more complete instructions than are usual in a book on estimating for printers.

Following the descriptive and construction pages are tables of sizes and weights of papers, standard book size, the usual table of ens and words to facilitate calculation of composition, weights of type, etc. The distinctively new feature of this book is the number of tables of the average hourly output of the various operations in printing and binding. And as these tables seem to be based on real records, they will prove very valuable. As a supplement the book contains a number of samples of different grades of papers.

Altogether this is one of the most practical books on estimating that has appeared in a long time, while, though of necessity, some of the tables and estimates are given in sterling money, there is enough information in it to make it well worthy of ownership by every wide-awake estimator in the United States. The book can be obtained from A. E. Goodwin, secretary, Costing Committee, 24 Holborn, E. C. London, England. The publisher's price is 5s.

#### "Lettering."

What is probably the most pretentious volume on handlettering yet published has been issued by The Prang Company under the title, "Lettering," by Thomas Wood Stevens, of the Carnegie Institute of Technology, Pittsburgh. It is scarcely necessary to state that Mr. Stevens is one of the best known writers on the subject, his previous work, "Lettering for Printers and Designers," issued while he was instructor in illustrating and lettering at the Art Institute, Chicago, enjoying a large sale.

The book is designed to serve students of the art, as well as commercial artists and professional letterers. It should be of especial value to the first-named class by reason of the large amount of text which explains the uses of tools and materials, by the authoritative technical instruction given as to the drawing of the letters, the his-

torical significance of the various forms and suggestions for their most appropriate use.

To those engaged in the work from a professional standpoint the work should prove valuable, for, although not so interested in the technique of the art as the beginners, they are always on the lookout for alphabets, and in the book there are more than sixty plates of alphabets, each plate being full-page size. In addition, numerous examples of lettering in the form of cover-designs, title-pages, announcements, etc., are shown in combination with harmonious, appropriate decoration.

The plates represent the best work of such well-known artists as Theodore B. Hapgood, Harry L. Gage, Charles H. Barnard, William A. Dwiggins, F. G. Cooper, Mr. Stevens, as well as numerous others.

The volume is admirably printed on good stock and is cloth-bound. The pages are 8 by 10 inches.

"Lettering," by Thomas Wood Stevens, Pittsburgh, Pennsylvania. Published by The Prang Company, New York city. Price, \$2.15, postpaid. May be obtained through The Inland Printer Company.

#### "IF."

- If you can keep your head when all about you Are losing theirs and blaming it on you;
- If you can trust yourself when all men doubt you,
  But make allowance for their doubting too:
- If you can wait and not be tired by waiting, Or, being lied about, don't deal in lies,
- Or, being hated, don't give way to hating, And yet don't look too good, nor talk too wise;
- If you can dream and not make dreams your master; If you can think — and not make thoughts your aim,
- If you can meet with Triumph and Disaster
  And treat those two impostors just the same;
- If you can bear to hear the truth you've spoken
  Twisted by knaves to make trap for fools,
- Or watch the things you gave your life to, broken, And stoop and build 'em up with worn-out tools;
- If you can make one heap of all your winnings And risk it on one turn of pitch-and-toss,
- And lose, and start again at your beginnings
- And never breathe a word about your loss;
- If you can force your heart and nerve and sinew
- To serve your turn long after they are gone, And so hold on when there is nothing in you
- And so hold on when there is nothing in you Except the Will which says to them: "Hold on!"
- If you can talk with crowds and keep your virtue, Or walk with Kings — nor lose the common touch;
- If neither foes nor loving friends can hurt you,
- If all men count with you, but none too much;
- If you can fill the unforgiving minute With sixty seconds' worth of distance run,
- Yours is the Earth and everything that's in it,
  - And which is more you'll be a Man, my son!

     Rudyard Kipling.

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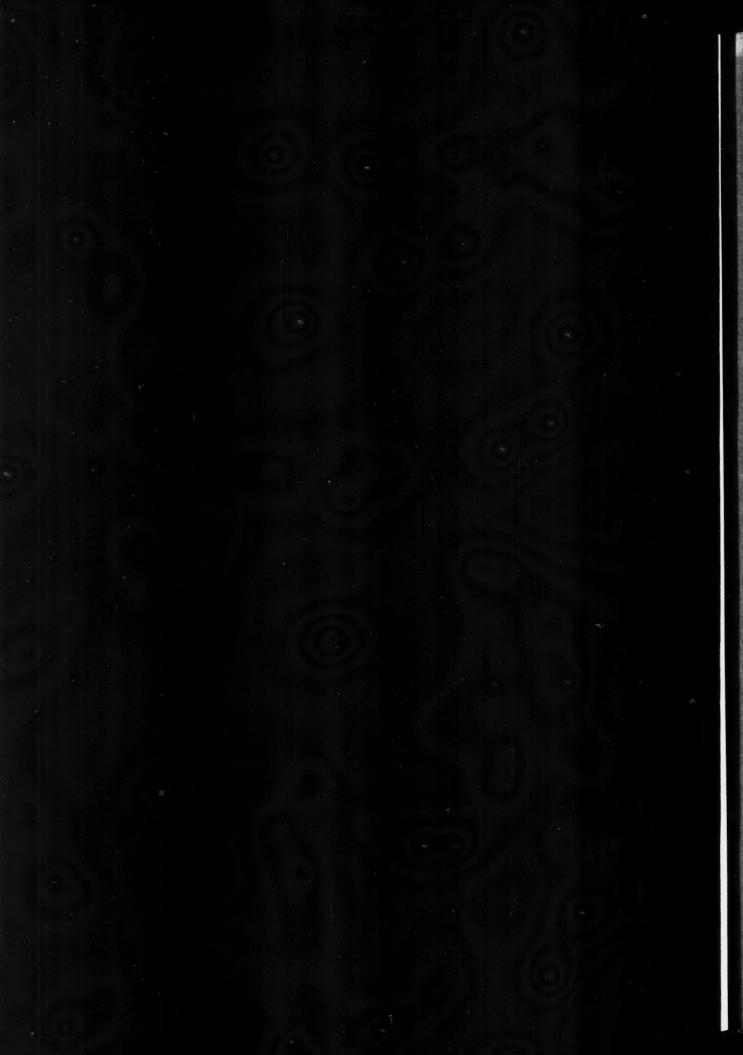
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# Window Cards



## BARBECUE

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SATURDAY

**AUGUST 12, 1916** 

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You are Cordially Invited



# Complimentary Concert

LAWRENCE SYMPHONY ORCHESTRA

Bowerstock Theatre 11



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THORNOLLS AND SALLE

# THURSDAY, JUNE 21

TIONSVIEWS RADIS BASHSAND PARK, ICH AND GENTRAL GLAND CAN AND AT 3230 P. M. COME, HERE BRING THE CHAMPIONSHIP TO A CONSTITUTE





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BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

## Crowding.



HINGS appear crowded when they are too close, one to the other. That fact is well established and there is no need of our going to the trouble to explain just what constitutes crowding. It is noticeable all too often in typographic work. We see lines of type too closely spaced; we see a line which crowds the border or the edge

of the sheet above, below or alongside too closely, and we say there is not enough space between the lines, or between the line and the border or edge of the sheet it crowds.

Do we ever stop to think why the spacing is too close?

Is it in the space itself? Too many of us believe that it is, but in reality it is not - except when qualified. It is largely a relative matter, a question of proportion. The space between the lines is too small in proportion to the size of the type, and the space between the line which crowds and the boundary crowded is too small in proportion to the space at the sides. On the other hand, if the lines are long and appear to crowd the border or edges of the

sheet at the sides it is because the marginal space at the ends of the lines is too small in proportion to the space above or below, as the case may be.

By word and example we are going to show this interesting fact.

In Fig. 1 we have several lines of type spaced too closely. There is apparent an effect of congestion — that the lines should be more widely spaced is readily apparent. Below (Fig. 2) are several lines of smaller type and they do not appear crowded. Now, take a pencil and mark off on a sheet of paper the amount of space between the lines in Fig. 2 and apply this unit of measurement to the space between lines in Fig. 1. It will be found that the space between lines in both instances is the same — yet in Fig. 1 they appear crowded, whereas in Fig. 2 they do not. It is, therefore, proved to be a matter of proportion.

Avoid crowding of lines, for to crowd them decreases legibility, for lines which are too closely spaced are not so easily read, and the effect is not pleasing because of the congestion.

We are showing on the following page (Fig. 3) the cover of a booklet by an Illinois reader. In passing, we will state that, aside from the fault which illustrates the subject of this article, the design is poorly whited out, the typegroups do not fit the space occupied, and too large a portion of the design is printed in the warm color. This much for those who may imagine we show it as a model in other respects than the fault of crowding. Back, then, to the subject and the point in question.

The main type-group is too close to the border at the top. We say there is not enough space between the top

line and the border above, which is true but only in proportion to the large amount of space at the sides. If we could increase the length of those lines the effect of crowding would be reduced as the lines were extended, until, when the lines were extended to such width that the space between their ends and the rules at the sides was no greater than that between the top line and the rule above, the effect of crowding would disappear.

THINGS APPEAR CROWDED WHEN THEY ARE TOO CLOSE, ONE TO THE OTHER. THAT FACT IS WELL ESTABLISHED AND THERE IS NO NEED OF OUR GOING TO THE TROUBLE TO EXPLAIN JUST WHAT

Frg. 1.

THINGS APPEAR CROWDED WHEN TOO CLOSE, ONE TO THE OTHER. THAT FACT IS WELL ESTABLISHED AND THERE IS NO NEED OF OUR GOING TO THE TROUBLE TO EXPLAIN JUST WHAT CONSTITUTES CROWDING. IT IS NOTICEABLE ALL TOO OFTEN IN TYPOGRAPHIC WORK. WE SEE LINES OF TYPE TOO CLOSELY SPACED; WE SEE A LINE WHICH CROWDS THE BORDER OR THE

Fig 2

The space between lines is equal in both of the above groups.

even farther and make the lines so long that the side marginal spaces are less than that at the top and the effect of crowding would be there rather than at the top, which proves that the space between the top line and the rule above is not too small, speaking unqualifiedly as a mere matter of space.

The group in the lower left-hand corner crowds the border at the left side, but if the space below the group was reduced to the extent of that at the side there would be no effect of crowding. It is, therefore, not the space, as a mere matter of space, but a relative matter — a question of proportion.

To illustrate the point more clearly, we have set (Fig. 4) different copy to occupy the panel of Fig. 3. The space between the top line and the rule above is the same in amount in both designs, but in Fig. 4 the effect of crowding, so displeasing in Fig. 3, is not apparent. There is not the too great variation in top and side marginal spaces which

caused the displeasing effect in Fig. 3, and such great variations should be avoided.

Quite frequently the line which crowds at the top can be lowered instead of lengthened, which brings about the legibility, did what he thought best. He should have used smaller type or suggested a larger page.

The design is manifestly crowded — all will agree to that. It remains for us to prove that smaller sizes of type

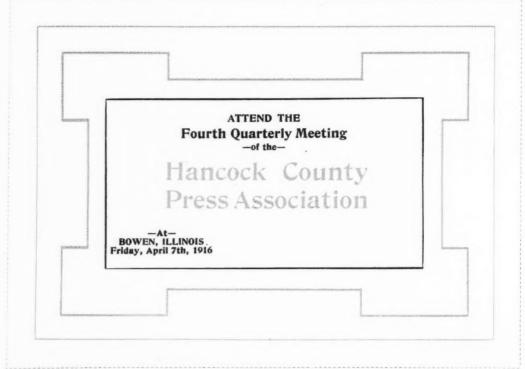


Fig. 3.— Owing to the great variation in marginal spaces the upper group crowds the border at the top.

same improvement, and the line which crowds the border at the sides can be raised or lowered, as the need may demand, to reduce the extent of variation.

Altogether too many compositors are obsessed with the idea that legibility increases with the increase in the size of the letters, and crowd their designs with larger type than they should, forgetting that congestion is a handicap to legibility. Smaller type is more readable when widely spaced than larger type if crowded.

In Fig. 5 we are showing a cover-design which illustrates this idea. Of course the cut is too large, but that was probably something the compositor could not control. He was, in all probability, given the copy, the cut and specifications for an arbitrary page-size, and, with his lack of understanding of the value of white space as an aid to

PROGRAM of the FIFTH ANNUAL
Registered Tournament
of The CALIFORNIA - NEVADA
TRAPSHOOTERS ASSOCIATION
on Grounds of San Jose Blue Rock Club,
San Jose, California, MAY 29, 30, 31, 1916

\*\*San Jose, California Trophies\*\*
Interstate Association Grophies
California-Nevada Grapshooters, Association Grophies

Fig. 5.

would not only relieve the effect of congestion, but would at the same time cause it to be more readable. Fig. 6 is our contribution to this idea. It seems that words should be unnecessary to call attention to the improvement, so we will let the resetting speak for itself.

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Of course type can be so small as to be difficult to read—there is no denying of that fact—and tests have shown that eleven or twelve point is the most easily read when set in proportionate measures. The original, as well as our rearrangement, were originally set for a page-size of 4 by 6 inches, so that our resetting is really handicapped to a greater extent in the reproduction.

A mistake quite commonly made by compositors is the crowding of headings. Headings stand out much more prominently when surrounded by a nice margin of white space than when surrounded closely by text-matter, illustrations or other display. The space should be in proportion to the size of the display—the larger the letters the larger the amount of white space should be. White space

naturally of the opinion that it was not copyrighted. The copy from which it was reset bore no notice of copyright.

We are advised by the Samuel Carpentar Company

tion to the size of the display — the larger the letters the larger the amount of white space should be. White space

We are advised by the Samuel Carpenter Company, Philadelphia, Pennsylvania, publisher of Christmas nov-

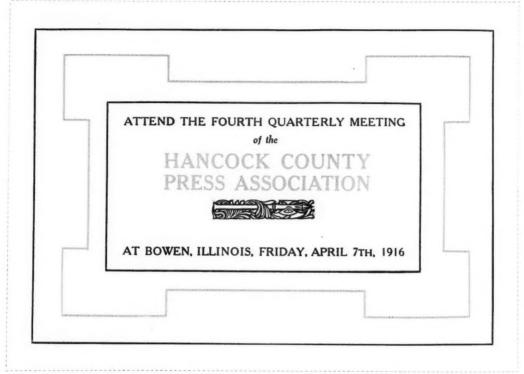


Fig. 4.— With a reduction of the side marginal spaces the upper group does not appear to crowd the border at the top.

which would furnish a satisfactory background for a display line set in twenty-four-point would be altogether insufficient for a line of seventy-two-point, as a test will readily show. Do not crowd headings — give them breathing-room.

## Copyrighted.

In the eight-page insert of our December, 1915, issue, examples of holiday printing were shown. In the preparation of these inserts we have always selected our copy from specimens sent for review which presented good ideas which might be adapted to any printer's needs.

On page five of the insert in question a Christmas menu was shown, in which the words "grace, good cheer, kindness," etc., were arranged in the form of a menu. We had seen this copy used on several occasions without a notice of copyright and were PROGRAM OF THE FIFTH ANNUAL
REGISTERED TOURNAMENT
of the
CALIFORNIA-NEVADA
TRAPSHOOTERS ASSOCIATION
On Grounds of San Jose Blue Rock Club
San Jose, California.
MAY 29, 30, 31, 1916

Fig. 6.

elty cards and folders, that it holds a copyright on this idea and has sent us a very attractively designed and printed example of it, on which the copyright notice appears in proper order.

Some printer ran across the original copyrighted folder or card and used it, probably thinking that, being used locally, his infringement would never come to the attention of the owners of the copyright. Another printer, in all probability, "lifted" the idea from the printer who infringed, innocent of the fact that it was copyrighted. In this manner it was passed around, until some one sent it to THE IN-LAND PRINTER, and we, also, innocently used it.

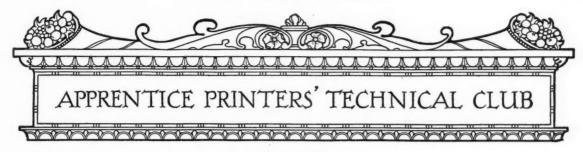
The idea, as well as the copy, is copyrighted by the Samuel Carpenter Company, Philadelphia, Pennsylvania, and those who desire to use it should secure permission.



# TO THE ARTISTS WHO ARE UNRECOGNISED, BUT WHO LOVE THEIR ART.

he Flowers bloom to the skies in the springtime there, and thrust forth all their beauty to the scented air; hat care they if "men" see them? For to the sky hey raise themselves in beauty that the Gods on high ay kiss them softly in their sweet simplicity.

F.W.B.



BY J. L. FRAZIER.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value.

Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice

Printers' Technical Club, 624-632 Sherman Street, Chicago.

## Type-Faces and Color-Printing.



N error quite commonly made by printers is to select the colors for printing after the type has been set, thinking it can be done just as well or to better advantage. The result is that after the job is on the press, and it is seen in colors, changes must be made, or, in other cases, the job is printed and its unsatisfactory appearance noted

too late. In all typographic work, where possible — and it is possible except when the decision to run it in more than

A job to be printed in a light or bright color should be set in bolder types than if it is to be printed in a dark, dense color. If a design is to be printed in a light color — a color reduced fifty per cent, perhaps, by white — a bold type-face should be selected, something, in fact, on the order of Winchell, Blanchard or Caslon Bold. If, on the other hand, the color is of increased depth and brilliancy, a medium-faced letter may be used. Then, if deep colors are to be used, the type-faces, of course, may be, and in most cases should be, of the light-face variety. The lighter the color the bolder the type-faces should be.

## PROGRAM OF THE FIFTH ANNUAL REGISTERED TOURNAMENT

of the

CALIFORNIA-NEVADA TRAPSHOOTERS ASSOCIATION

On Grounds of San Jose Blue Rock Club San Jose, California.

MAY 29, 30, 31, 1916



\$1200 in Cash and Trophies: Interstate Association Trophies
California-Nevada Trapshooters Association Trophies

## CALIFORNIA-NEVADA TRAPSHOOTERS ASSOCIATION

REGISTERED TOURNAMENT
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Fig. 1.

The two lines printed in color are, in tone and effect, weakened instead of strengthened by being printed in the weaker color.

one color or one weak color is made by the customer on seeing proof—the color, or colors, should be known before a line of type is set. It should be done so that the type-faces may be selected and the design arranged in such a way as to show to best advantage the color used.

Fig. 2.

By the selection of a bolder type for the lines to be printed in color the contrast is gained without the loss of tone.

Care, in one respect, must be exercised in the use of extra-deep colors. The eye can not quickly recognize such colors, examples of which are bronze-green, dark photo brown and the darkest blues, unless the letters are of sufficient thickness to cover enough surface on the paper to

reflect a sufficient amount of the subdued light which comes from these colors. We have all seen designs printed in very deep colors from small, light-face types, and now recall, perhaps, that a second look was necessary to determine that they were not printed in black. In fact, printed jobs are to be seen every day which could just as well have been printed in black for all the good done by the amount of color that is apparent in them.

In those instances where such colors are used with other and brighter colors, the desire being to accentuate the bright color, fairly light types may be used and the deep colors made to appear a little richer than plain black. If the bright color is the complement, or a near complement, of the deep color, the latter will appear more nearly in its true light.

Quite frequently the desire is for a light, dainty effect in one-color work, and when it can be obtained without impairing readability and with good results from the stand-

> can be your star salesman. A well-printed booklet, for example, can get admittance to the most in the second of the left will tell your story where no salesman could get a hearing. It will plant your in the prospect's mind and will cause him to regard you and your business Often it will draw from him a request to have your salesman call. And when salesmen they

> > Fig. 3.

Illustrating the loss of value occasioned by changing from black to color without increasing the tone of letters selected for color printing.

preliminaries. They are able to get right down to and bring back the

are not obliged to

point of appearance, no one can say anything against the use of light types. It is largely a matter of taste as to how light the color should be, but no effect is worth much which is gained by weakening letters to the point where reading is accomplished with difficulty or irritation.

It is of particular, yes, prime importance, to know the colors in advance when the job is to be printed in two colors, so that the lines to be printed in the weaker color may be set in bolder type than those printed in the stronger color or black, which is of greater strength of tone than any color. Thus we get back again to the subject of this dissertation.

The lighter the weaker color to be used the bolder the type should be, so that, when printed, the line or lines will not appear weak, and in order that there will be a good tone balance between the light color and black or deep color.

In Fig. 1 we are showing a design which was set so as to appear satisfactory in one color and which is probably the way it would be set by ninety-nine out of every hundred compositors who set the job first and then select the color. The line printed in color is too weak, not only to balance in tone with the black, but from the standpoint of readability and effectiveness. In Fig. 2, alongside, a bolder style of letter is used for the line printed in color and a marked improvement is apparent. The line is more readable, and by strengthening the line printed in the weaker color much better balance of tone in the design is obtained.

A typographic design should present the appearance of unity and homogeneity, and this can be obtained only by proportioning the strength of the type to the color employed, and the lines to be printed in the weaker color and all colors are weaker than black - should be set in larger sizes of the same style as the lines printed in the deep color or black; or, if it is not possible to use large enough types of the series to effect a balance according to the color chosen, use a bolder style of letter.

Red is the color most generally selected for emphasizing a word, line or lines in a design. Most printers entertain the notion that the prominence is gained because red is the strongest color, but nothing could be farther from the truth. The brighter reds, those of an orange hue, are among the brightest colors, but by no means the strongest from the standpoint of tone. It is the contrast the red affords which distinguishes lines printed in that color. About two years ago an article on this phase of the subject

> Good printing can be your star salesman. A well-printed booklet, for example, can get admittance to the busiest man in the most inaccessible office. It will tell your story where no salesman could get a hearing. It will plant your best selling arguments in the prospect's mind and will cause him to regard you and your business favorably. Often it will draw from him a request to have your salesman call. And when salesmen call by appointment, they are not obliged to waste valuable time on preliminaries. They are able to get right down to business and bring back the

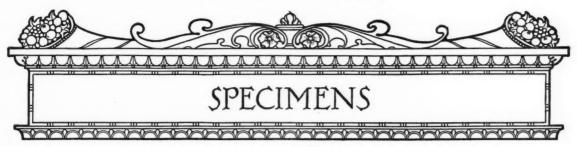
> > FIG. 4.

Here the effect is better, and the words in color produced the desired emphasis without any weakening of tone and effect.

appeared in our Job Composition Department, in which, by examples, we proved that a word printed in black in a paragraph otherwise printed in red had greater prominence than the same word printed in red in a paragraph otherwise printed in black. We suggest that our readers refer to the July, 1914, issue and read that article.

If any of our readers wish to demonstrate the loss of value by changing from black to red, they should set a paragraph in some light-face type such as Caslon and then select one or two words in every other line and print them in vermilion, the larger part of the paragraph to be printed in black. To attain any real effect it would be found, once the job was on the press and proofs in the two colors obtained, that the red would have to be deepened considerably, which would at least partially spoil the harmony. Then with the proofs obtained, the words to be emphasized should be reset in a heavier face and printed in the vermilion. It will be seen, then, that the words are really emphasized, and there will be enough surface covered to make it appear in its true light and to balance more nearly in tone with the black (Figs. 3 and 4).

In conclusion, remember the axiom, here repeated so that it will be less likely to be forgotten: "The lighter and brighter the color - especially when used with black or some deep color — the bolder the type must be to print that color satisfactorily."



BY J. L. FRAZIER.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens should be mailed flat; not rolled.

GEORGE A. COLEMAN, Pittsburgh, Pennsylvania.—Both the blotter and the circular are nicely arranged and thoroughly satisfactory.

PREMIER ENGRAVING COMPANY, St. Louis, Missouri.— Your house-organ, Plates, appears ably edited and is surely well printed, the half-tones showing to excellent advantage.

THE STERLING PRESS, Philadelphia, Pennsylvania.—The specimens are all good, the envelope corner-card, the package-label and the blotter being especially satisfactory.

THE DAVIS PRESS, Worcester, Massachusetts.

— The blotter is well handled and should prove effective as advertising because of the interest the illustration of the race is certain to invoke.

R. E. St. Clair, Anna, Illinois.— The specimens are all excellent—just simple, plain and quickly composed type-jobs, the kind that pay dividends. The "July 4th" blotter is very effective.

RALPH W. POLK, Lincoln, Nebraska.—All your specimens are simply arranged in a uniform style of type and are quite pleasing. No faults of a serious nature are apparent in any of them.

GEORGE I. SMITH, Dolgeville, New York.— The Fourth of July blotter is quite satisfactory, the idea behind it being ingenious and well carried out. We do not care for the red background of the half-tone.

Frank A. Kankol, Chicago, Illinois.—The specimens are very good indeed, although the lines are crowded on the envelope. One-point leads between all lines would improve the appearance of the design.

H. E. McMurray, Brookville, Pennsylvania.

— Your letter-head is nicely designed, but the floret crowds the type below it too closely. Color would be distributed to better advantage if this ornament was placed below the group of type.

SAUL H. GOMPERS, Bronx, New York.— Your specimens are all of a very good grade, but unfortunately you have used roman capitals and text for large amounts of matter. Where considerable copy is furnished for a job, readable lower-case roman is the best type selection.

S. Samolin, New York city.— The business card and the ticket are nicely composed, but the red should have been made weaker, or the gray stronger, in order to attain a balance in colortones. The italic capitals constitute a blemish on the ticket for the outing.

EDMUND J. DUEMIG, Columbus, Ohio.— Your resetting of the Pausch-Selbach statement is a decided improvement over the bold and congested copy furnished you as copy. In your design the main display line could have been set in larger type and the work improved thereby.

FRANK A. LANGOSCH, Chicago, Illinois.— The Waschkuhn business card is nicely set, but in our estimation is a little too large. However, that is a matter of taste, and tastes differ. You could have saved the pressman's reputation in this instance by selecting a border which would have been easier to print satisfactorily.

WILL H. LARSON, Oklahoma City, Oklahoma.

— Your specimens are, for the most part, of a very good grade, the I. T. U. candidates' cards and the dance-programs being especially clever. The same may be said of the little menu for the Reo Dealers' Banquet. Presswork is also quite satisfactory.

L. W. Traer, Melbourne, Florida.— The letter-head and envelope corner-card for "Indialantic, by the Sea," are very good, the letter-head being especially commendable in view of the large amount of copy furnished you. The contrast in tone between the type-faces used is not pleasing, and some of the lines are too closely crowded.

J. B. Sanford, Newport, Vermont.— The recital program is very pleasing. On the titlepage, and on the heading of the first inside page as well, we do not admire the large letters as initials for the first two lines. The names of the pupils rendering the different numbers should be set in capitals of a smaller size of type, to distinguish them from the names of the selections.

George S. Strother, Manhattan, Kansas.—

GEORGE S. STROTHER, Manhattan, Kansas.—Your specimens are all pleasing, but on the "Certificate of Athletic Honors" the line of text strikes a discordant note, due to the large size of the roman capitals. Used with roman capitals smaller than the text, the combination is not a bad one, but the largest line should be set in text.

Howard Van Sciver, Norfolk, Virginia.—Your specimens are a delight to the eye. The effects you attain by simple arrangements of readable roman faces, printed in soft, artistic color combinations, should prove a revelation to many printers who do not seem able to grasp the idea that the simplest way is best. Several of your excellent productions are reproduced in this department.

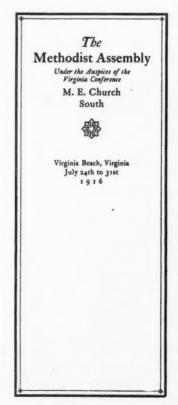
THE ARMSTRONG PAINT & VARNISH WORKS, Chicago, Illinois, maintains its own printing department, from which emanates an excellent grade of work. Composition on small work, in particular, is pleasing, and presswork is well done. The firm's house-organ, the Chicago Paint Journal, is a very interesting one, and is printed in an excellent manner.

Andrew Groves, Cleveland, Ohio.— The quotation from Francis Bacon, arranged by you in decorative form for a wall-card, is admirable. While we do not admire the purplish-blue ink used for printing the type, it matches perfectly the color effect in the onyx stock used for mounting the motto. The card for Conrad Preschley is also pleasing.

WINGFIELD PRINTING COMPANY, Bloomington, Indiana.— Your "Preparedness" blotter is broken up into too many groups, and we are quite sure that smaller sizes of roman lowercase, arranged in a unified mass, with ample white space all around, would prove much more inviting, readable and more effective as advertising.

George B. Dickert, Indianapolis, Indiana.— Had you set the matter the narrow way of the blotter you would have avoided breaking up the poem as you did, and verse would have followed verse in logical order. The small advertisements could have been placed at the bottom in every instance. The blotters are crowded to a point that will frighten the average recipient out of reading them. There are two, not three, I's in Wallace.

C. L. SUMMERS, Kansas City, Missouri.— About the only choice between the original letter-head and your resetting is in the selec-



Simple folder title-page by Howard Van Seiver, Norfolk, Virginia.

tion of type. You have confined your arrangement to one series, whereas in the copy two none too harmonious faces are employed. We believe the references should be set in smaller type and placed in another position, for, as placed, they are somewhat confused with the items above.

C. W. McComas, Yukon, Oklahoma.-Your letter-head is very satisfactory, but you made a mistake in setting the announcement in italic capitals, because, in addition to the lack of agreement in direction of the slanting italic and the lines of the rectangular stock, a violation of shape harmony is produced. The idea of your business card is a good one, but the subordinate matter is set in too large type, thus crowding the design and overbalancing it at the bottom.

J. J. GUTHRIE, Galveston, -Your handling of the 1916 Banquet Souvenir of the B. G. M. League is so much better than that done on the 1915 book that comparison is out of the question. You do an exceptionally neat grade of work, simplicity of arrangement and care ful spacing being your strong features. The presswork on your souvenir is not up to the standard of the composition, but better than done in the previous year's souvenir. The package-label for Fred F. Hunter is quite pleasing, although there is a trifle too much space between the initial "F" and the word "Hunter."

THE KING QUALITY PRESS, Franklinville, New York.—
The size of your little paper, The Advertiser, is satisfactory and the advertisements are very well handled, but presswork is poor. The cut-off rules used between ad-

vertisements are too heavy, considering the tone of body-type, advertising-display type and borders. The single one-half-point rules used above the lines running at the bottom of all pages would be much better than the double rules.

WALTER WALLICK, Champaign, Illinois.—Your specimens are consistent with past work received from you—that is, of a very good quality. We admire especially your personal

CAMPBELL'S QUICK LUNCH ROOM

Corner of Main and Walnut REGULAR MEALS
SHORT ORDERS
Prices Reasonable

Tables for

Ladies

Business-card arrangement by Walter Wallick, Champaign, Illinois.

## Dancing Fiesta

Mr. Philip Van Der Meide wishes to announce the First Annual Dancing Fiesta. Exhibition Dancing, Contest Dancing, Five Cent Dancing, Carnival Favors, Yama-Yama Halloween, New Japanese Garden, Special Decorations

Bates' Orchestra

Thursday, Friday and Saturday Evenings October 28,29,30,1915

Armory Hall, Ventura

Interesting, but simple and readable, announcement-page by I. M. Harris, New York city, with The McGraw-Phillips Printing Company, Incorporated.

stationery and the business cards, one of which is herewith reproduced. The design is printed in a position which is too high on the sheet on the letter-head for The Green Supply Company.

We are showing on this page a reproduction of a rather unusual, yet simple, announcement circular which possesses to a high degree the preëminently important quality — readability. It is quite a departure from the usual run of such work, but for those who may want to get away from the conventional it furnishes a very good model. It was designed and composed by I. M. Harris, of the McGraw-Phillips Printing Company, Inc., New York city.

The Multigraph Letter & Printing Company, Toronto, Ontario.—The blotter, "Service Counts," is undeniably effective. We believe that brevity is one of the prime essentials to good advertising, and your blotter is brief and to the point. The design is somewhat crowded from top to bottom, in view of the large amount of white space at the sides. We are sure that if the triangular ornament was replaced by a small spot of decoration only, and the signature line raised so as to give more marginal space

at the bottom, a decided improvement would result.

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KENNEDY PRINTING COM-PANY, Cleveland, Ohio. - In a way, we like the cover-design of your folder, "Embossing, Engraving and Litho Effect without Dies." Our admiration is tempered, however, because on it you used an extended type-face in a narrow space, manifestly demanding a condensed style. On the inside pages you have used gold too indiscriminately; the illustration of the building should have been printed in the dark brown and the border in gold.

W. C. SCEHNET, Grand Junction, Colorado .- The specimens are good, but present opportunities for improvement. The rules are too prominent on the cover of the folder. "Persistent Effort Gives Maximum Result," it being a striking case where decoration overshadows the type. The margin at the bottom is too small, considering the large amount of white space at the sides and elsewhere in the design. The pyramidal effect in the ticket for Gentlemen's Night is not pleasing.

THEODORE T. MOORE, FOWler, Indiana .- The title-page of the Masonic banquet menu is nicely designed, but the colors are used in reverse The stronger color should have been used for the type and weaker color for the rules and decoration. The green is too flat, and a brighter color should have been used. The lower group crowds the border at the bottom, but to raise it a sufficient amount to overcome this effect would cause the design to appear overbalanced at the top. The logical thing to do to overcome this defect would be to eliminate the horizontal rules at the bottom, which

would give you more marginal space there.

Lester Douglas, New York city.—The "dress" designed by you for The People's Home Journal is admirable, all the more so because handled with type and utilities only. Whether the artist could improve on it would depend on the point of view, or personal taste, of the judges. This writer's personal preference is for lighter-toned, daintier effects, but he also recognizes the fact that there are

This is a PROOF

READ CAREFULLY—O. R. " IF CORRECT—OR "O. K. WITH CORRECT

THOMS"—Rights your some. PLEASE READ CAREFULLY

for

from EUGENE L. GRAVES, INC.
PRINTERS :: RULERS :: BINDERS
TWO-PORTY-EIGHT TAZEWELL STREET: NORFOLK, VIRGINIA

Package-label for proofs by Howard Van Sciver, Norfolk, Virginia. people who prefer bolder treatments. The displayed headings and captions harmonize with the illustrations in an especially pleasing manner.

GROVER THOMPSON, Albemarle, North Carolina .- The folder is marred by the use of too many styles of type which do not harmonize: a grouping of the officers' and directors' names set in maller type toward the top, with a break of white space below, would eliminate the displeasing effect which is produced by the monotonous and equal spacing between The letter-head is groups. crowded and would be much mproved if the subordinate items were set in smaller ype so as to admit more white space into the design. The several type-faces in this design do not harmonize.

GEORGE HERZING, Nazareth, Pennsylvania.-On the coverdesign for the Class Day Exercises you erred in the selection of such a large ornament, for it made necessary a crowding of the lines from top to bottom, which is quite displeasing in view of the fact that there is so much white space at the sides. On the Banquet and Dance program the initial is poorly placed and, because of its position and the length of the several lines around the group, is of displeasing con-If the words tour. " and Dance" could have been arranged alongside the initial

as well as the word "Banquet," the effect would be greatly improved. The group crowds the bottom edge of the sheet too closely, and the same fault of crowding is apparent at both top and bottom of the title-page.

CHARLES F. SKELLY, Altoona, Pennsylvania. - Your specimens are all good, but we admire especially the title-page of the Commencement Program of the Altoona High School. selection of stock, old Stratford antique, deckle edge, was an admirable one and illustrates the value of good paper. Printed on an ordinary grade of paper, the design would not show to half the advantage. We are reproducing it, nevertheless. The other specimens are executed in your usual good style, although the two upper lines of the main group in the Adventists' letter-head are crowded. The addition of a one-point lead between these lines would improve the appearance of the heading We also admire the banquet bookmaterially. let printed in red-violet.

G. M. Wroten, Camden, New Jersey.—On your letter-head for Allen Jarvis the design occupies more than one-third of the entire sheet, which is too much. The type-sizes are entirely too large throughout and Tudor Black is not a pleasing type-face, the two factors combining to produce a rather unsatisfactory effect. The red is too dark and should have been brightened by the addition of a little yellow. The cut is too large; if a smaller one was not available, the one used should have been placed at the left side so as to save space, the type-matter being arranged alongside.

Bathed in the Glamour of a Romantic Past

HE charm of California of official charm. She has never had a faithless lover. Whoever has fallen under the spell of her beauty seeks no other mittens. So an and daughter that the spell of her beauty seeks no other mittens. So an and daughter that has borne worship her very tame. The expartiate clings to her with a deep and undying affection that ends only with the shadow of death. To the dweller within Southern California its romance is the romance of the days of the Missions and theyears of the Spanish era when the kindly, hospitable Dons ruled the land."—John S. McGroarty

Page from an elaborate brochure prepared by Young & McCallister, Inc., Los Angeles, California, for the Los Angeles Examiner.

Service is the name of the excellent houseorgan issued by Edwin C. Bruen, Incorporated,
New York city. It appears ably edited, and is
assuredly well executed from a mechanical
standpoint. The cover, printed in green, gold
and white on gray stock, is especially pleasing
and effective. Presswork throughout is admirable, and the glare which is produced by
highly coated stock is eliminated by means of
the roughing process. The inserted samples
of "Cameo Embossing" are not well executed;
the compound on the letter-head for the Electro
Chemical Engraving Company did not adhere
well. The trade-mark on the back cover should
have been above the center instead of in the
exact center, for, as placed, it appears low.



Reproduction of a Saturday-closing announcement cut out in the form of a clock by John P. Morton & Company, Louisville, Kentucky.

A. L. WAITE, San Pedro, California. - There is not enough unity in the coverdesign for Henson's Confectionery, due to the breaking up into so many groups and the comparatively wide separation of those groups. One fails to gain anything worth while in ninety-nine cases out of a hundred when striving for odd effects, and we are quite certain an adherence to conventional styles of arrangement would prove more reliable for you. Then, too, each group is composed in a different style of type, which further complicates the design, the lack of harmony between them being quite pronounced. Why the heavy rules below the group in the lower right-hand corner? The line beneath which it is placed does not appear to demand such emphasis.

L. G. WHEELER, Tacoma, Washington .- The advertisement for Meyer & Meyer is handled in a very interesting manner, although the signature is a little too prominent. The idea of leaving a margin between the reading-matter surrounding it in the paper and the border would serve to cause it to stand out more prominently, as you suggest. The cover-design for the I. T. U. lessons would be improved if the word "Punctuation" appeared immediately below the ornament and if the three lines now in that position were made a part of the lower group, made up of the

names of the committee on apprentice instruction, leaving a gap of white space between the groups. To space groups equidistant apart on the page is, in effect, a violation of the principle of proportion, for there is not then the pleasing inequality which is so desirable.

PROGRESS PRINTING COMPANY, Marshall, Missouri.- Your work has improved wonderfully since we first saw it and is now of a very high grade, especially as regards composition. The letter-head for the Young Men's Christian Association is an admirable one in spite of the difficulty which always attends the arrangement of so many names in the necessarily limited space. You overcame the same difficulty on the cover for the Postmasters' program. On this page, however, an improvement would have been made if the first line. "Constitution - By-Laws," was rearranged into two lines, so as to admit of more white space at the top where the design appears crowded. It should read "Constitution and By-Laws." If the group in italic was set in narrower measure and one size smaller, preferably, the same improvement would be noticeable, even to a greater extent. The other specimens do not demand correction.

M. F. Kuehn, O'Fallon, Illinois.—In your tickets, especially, we note that you space the lines over the stock equidistant apart. The better style is to break up the display into groups, the fewer the better, of course, with a view to proportion or a pleasing variation. This style also has the advantage in the apparent greater amount of white space, and designs

so arranged do not so readily present an effect of congestion. Modern Law Italic does not harmonize in any respect with extended block styles, such as used in the letter-head for the Street and Electric Railway Employees. Avoid narrow groups, such as on the bill-head for the O'Fallon Progress, for it is practically im-

improvement. The variation in the slant of the italic capitals made it undesirable to select an all-capital arrangement for the headings. The large gap between the capitals "L" and "A" in "Classies," not balanced by an equal amount of space between other letters, is decidedly displeasing, breaking up the unity of

strike a discordant note and are very displeas-

H. WEIDNER, Canton, Missouri.— The colors used for printing *The Cantonian* letter-head are quite satisfactory, but we believe you will agree with us that it was a mistake to set the main display line of the letter-head in the

# the kingsbury press at west hoboken n.j. PRINTING—a business lubricant

four thirteen spring street



telephone union 3474

A novelty in the way of a letter-head by The Kingsbury Press, West Hoboken, New Jersey. Whether admired or disliked would depend on the recipient's taste and degree of adherence to the conventional.

possible to space such lines without leaving large gaps here and there, which are especially displeasing.

Andrew Thompson, Toronto, Ontario.— The half-tone used on the title-page of your folder is too large and handicapped you in the satisfactory arrangement of the text. The marginal spaces around the two display lines at the top are not pleasing, there being too great a variation between the small margin at top and bot-

tom and the large marginal spaces at the sides. Had the lines been longer, so that the variation would be less pronounced, the crowded effect would not be so noticeable. In this case you could have improved the job by setting the words "Marley Sherris" and Baritone" on one line, the name being distinguished by the use of capitals, and by rearranging in a single line the three small lines at the bottom. With the space thus gained the two main display lines could have been given more "breathing-space" above and below to more nearly balance the large amount at the sides. Read the article on "Crowding," in the Job Composition Department of this issue.

WEBER PRINTING COMPANY, Milwaukee, Wisconsin .- Your advertising items are excellent in conception and execution. The red used on the circular, "This page here," is too dark, and something brighter would be preferable. The best color, we believe, would be one about half way between the red used on the circular and the orange used on the return post-card. Your stationery is excellent, but we are inclined to think the paper is of too good a grade for ordinary correspondence. This very point, however, might be the means of bringing some work to your plant, but we are confident the majority of buyers of printing would not note the difference between that and a cheaper grade

THE COURIER PRESS, Oregon City, Oregon.—The cards, "Sutcliffe Classics," are, in a general way, satisfactory, but subject to considerable

the word to a degree. The large, ill-defined initial on the card entitled "My Symphony," makes necessary such a large amount of white space at that point, not balanced elsewhere, as to produce an unsatisfactory appearance in the entire design. We do not admire Bradley as initial letters to words set in Engravers Old English. Bradley is such a crude letter as compared to the grace and beauty of the Old English letter that the two in combination

Have Your Office in the "King of the Skyscrapers"

Woolworth Building

Thing to a hydropays!

Interesting and effective penciled layout for an advertisement by Louis J. Lepis, Jersey City, New Jersey. Mr. Lepis is especially talented in this line of work.

form of a half circle. Not only is there an ill effect produced by such an arrangement, but here it serves to crowd the panel from top to bottom, whereas there is considerable white space at the sides. If set in the regular way on a straight horizontal line, it would have extended farther and occupied some of this extra white space, and, in occupying less white space above and below, the white space throughout would have been better distributed

and more nearly balanced. You have also used three type-faces in each of the items and they do not harmonize. The safest plan is to use but one series on small work, such as letterheads and envelopes, not only because of the more pleasing harmony, but, also, because of the effect of dignity thereby gained.

J. HANNA, Cadiz, Ohio .- Some of your specimens are decidedly clever and unusual. We refer particularly to your own correspondence envelope, printed in one color, and to your Christmas Greetings corner-card. In some cases you have used larger sizes of type than the space would accommodate handily, and in these an effect of congestion is sensed. Italic capitals, because of their pronounced slant, do not harmonize with the rectangular cards and panels they occupy, and, to our eye, are quite displeasing. The effect is by no means so pronounced in lines set in italic upper and lower case, and such lines often furnish admirably the distinction, contrast or variation so desirable in many jobs of printing. The small, chaste designs represent your best style, and we would suggest that you follow it consistently. In some cases you have overbalanced your designs with decoration, and the result is confusing. The contrast between your good and poor work is perhaps the greatest we have ever seen in the product of one individual.

ha

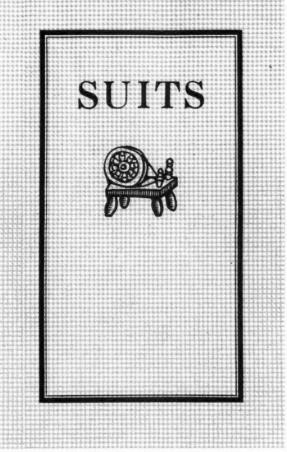
Tom Walsh, Streator, Illinois.— There is not much choice between the three color combinations on the letterhead for the A. H. Anderson Printing

Company. To make a decision between the three would, therefore, be simply an expression of personal taste. In the office here the majority favored the brown tint, but if less color had been used the green would undoubtedly have been the selection. The tint background should be eliminated, as well as the rule dividing the design into two parts. With the border, printed all around the sheet and bled, printed in the green, made somewhat lighter by the addition of white, and the type-group only printed in black in its present position, the appearance would be much better. Your handling represents another case of going to extra time and expense, to the detriment of the Things left undone would probably result in the improvement of more printed jobs than extra work will avail. The other specimens are much more satisfactory, mainly because on them you did not make especial effort and in so doing overdo the work. The red used is weak and of the scarlet lake variety - a red leaning toward orange, a vermilion, in fact, is by far the best one to use with black. Do not letterspace text type.

EDWARD F. Cox, Ozark, Arkansas.—The bank statement executed by Miss Jewel Henderson, an apprentice of fourteen months, is quite commendable and is up to the standard of the work done by many men who have had years of experience. One or two points, however, demand correction. In the first place, too large a portion of the cover-design is printed in the warm color. Red should be used sparingly; one-fifth of the form in red is as much as is ordinarily advisable. We note that

in the main display line one of the words is letter-spaced, whereas the other two are set Letter-spacing should be uniform. You solid. would find that a small case of copper and brass thin spaces, used intelligently, would aid materially in the attainment of pleasing results when letter-spacing is necessary. Thin spaces can be cut from paper and post-card stock as substitutes, but are not so satisfactory as the metal thin spaces. Owing to the great depth of the page in proportion to its width, it would have been a good plan to arrange the main display in three lines rather than one, so that the group would harmonize in shape with the page. A long, narrow ornament below this group would have helped also in molding the design in a form harmonious with the page, and would have taken up some of the white space in the lower part of the design which is out of proportion to that apparent at the top.

SCHOOL printing-plants do not ordinarily turn out a very good grade of work, as would naturally be expected, considering the small amount of experience of the average student in printing-classes. On the other hand, there are schools in the printing-classes of which an exceptionally good grade of work is done, which fact should reflect considerable credit on the instructors thereof. One such institution is The Indian Printshop of the United States Indian School, Chilocco, Oklahoma, where the



Booklet-cover design by Ellsworth Geist, Pittsburgh, Pennsylvania. The use of a Ben Day tint background is our suggestion for an appropriate handling of subjects of this character.

work is done by Indian boy apprentices under the direction of Homer H. Hill. The printing emanating from this source is so good that faults of a serious nature can not be pointed out, for none such exist. We admire espe-cially the cover for a book on "Navajo Blankets," printed in a rich brown and white on black stock, the design, in treatment and decoration, being typically of Indian style. students also get out monthly a forty-eightpage magazine, which is admirably made up and well printed. In most of the work a true Indian atmosphere is given through the use of type and decoration which harmonizes with the general well-known style of Indian handiwork. The use of fewer colors would have been to the interest of the motto-design, "The work itself must be the master's praise, etc." Again we compliment you - instructor and apprentices

George Branish, Denver, Colorado.—Your specimens are of a very good grade, but we admire especially the program cover for the Colorado Retail Jewelers' Association, which is nicely designed and properly displayed. The title-page is also well handled, but we believe it would be more in keeping with title-page standards if the type-sizes were reduced one size throughout. With the amount of white space in the design, smaller type would be prominent enough and even more readable. We

do not admire italic all-capital arrangements as on the coverdesign for the Presbyterian book of minutes, and in panels, especially, with small marginal spaces between type and surrounding rules or borders, the effect produced is displeasing. capitals fit into paneled designs to much better advantage than italic. In the Drug cover-design we find much to commend, but are sure if some of the lines were in lower-case the monotony due to the use of so many capitals would be eliminated. Then, too, designs appear overbalanced to a certain extent when the bottom group is wider than the group or groups above. It is about as essential to have the longest as well as the largest line at or near the top of a de-We do not admire letter-head for the California Ink Company mainly because of its bulk, but, considering the large cut furnished, you did very well. A certain amount of confusion results when the firm-name is incorporated in a circular ornament placed at one side, as in this case, for it is not apparent at a glance. Better use the circular ornament as an item of decoration and set the name of the firm in type placed in the conventional or some other prominent position.

ELLSWORTH GEIST, Pittsburgh, Pennsylvania.—Your work continues to interest us; it is among the best we are privileged to see. On the card for "The Mikado," a delightful Japanese effect was secured in the selection of decorative material, but the type—roman capitals—is very crowded and not especially readable. Do you not believe text would have harmonized better? A booklet-cover is reproduced.

JEFFERSON CITY is the capital of Missouri and a small city as compared to New York, Chicago, Philadelphia, and such places. It is the home of the Hugh Stevens Company, printers, who do the same kind of work as done by the best printers in the cities aforementioned. The Hugh Stevens Company does not confine its efforts to small work, but in its large, modern plant, in reality out of proportion to the city in which it is located, are handled large catalogues in a thoroughly satisfactory manner. We have seen many examples of the Stevens product, but nothing which surpassed, in excellence of all-around workmanship, the catalogue for Stephens College, Columbia, Missouri, now Half-tones are admirably printed with tinted backgrounds, and the pages, being roughed, present a decidedly agreeable effect. Typography is also up to the Stevens standard, although in some cases, where type is set alongside cuts, an improvement would result if the measures were narrower, so as to distribute the white space over the page more uniformly. The cover is a double-thick maroon, ripple-finish stock, printed from an effective hand-lettered design in black and gold, the items in gold be ing embossed.

HOLCOMB-BLANTON PRINTERY, San Angelo, Texas.— Our first impression of your work is that it is too "flashy," which is caused by the use of too many bright colors. Take, for example, your circular, "Bait Your Hook," which is printed in bright yellow-green and red, the type-matter being printed in the bright green. There is something repellent about this color which really irritates the reader, and under such conditions it is not likely to be read with satisfaction. Black would have been far more satisfactory, and by its strength would have held the red from running riot as it does. If you really wanted to use a green, a stronger color, a blue-green, would have been desirable. Spacing is too wide between words in some of this circular, and a little extra

time spent in letter-spacing those lines with paper thin spaces would have left less space between words- and also improved the typography materially. We note that you use Litho Roman to a great extent in all your work. This series is an admirable one for obtaining engraved and litho effects in business stationery. but is not a pleasing style to read in mass. Old-style roman letters are the best for circulars, or, in fact, for any work of such nature when there is considerable copy. Your letter-head would be improved if the border was of two or three point rule instead of six-point. The parallel rules below the two lines printed in red should be removed and the lines below raised, to the extent of utilizing the space thereby gained. Being printed in red, the two lines already have sufficient distinction.

LEVI L. SMITH, Bonner Springs, Kansas .- You do a very good grade of work simple, neat and attractive In some cases you have used larger sizes of type than we feel were necessary, and several of the designs appear crowded. The letter-head for the Voiles Clothing Company is too decorative, and for that reason is rather confusing. The use of so many borders and ornaments in letter-head designs should be avoided. Simple arrangements, on the order of the headings for the Monticello Agricultural Society and Bert R. McClure. present very good standards, and the heading for Pettit & Son is especially novel and effective.

gest that you follow these styles in all work. ALBERT ABBOTT, Chicago, Illinois .- Most of the advertisements set by you for the Minnesota Letter Carriers' Association programbooklet are very satisfactory as judged by the usual standards of that class of work. In many of them, however, we note a tendency toward the use of larger sizes of type than were really necessary, thus crowding the designs. People, as a rule, rebel at crowding, no matter where in evidence, and the crowded advertisement is not so likely to impress the reader as one in which the type is surrounded by a liberal amount of white space. The compositor, or compositors, who set the remaining advertisements in the book, had a better understanding of this point than you, and their displays are neater, more readable and, therefore, more effective. The poem on the last page of text

does not agree with the space it occupies and a rather disagreeable effect is produced by the great variation in marginal spaces. It is another case of a narrow group in an oblong panel, a violation of the principle of shape harmony.

On another page of this department we are reproducing a hand-lettered page from Type and Talent, the house-organ of The Morland Press, Limited, London, England, which was done with an engrossing-pen. The work emanating from this establishment is of a very high order, characterized by conservative ar-

STORY OF THE STORY

Clever advertising hanger issued by The B. F. Goodrich Rubber Company, Akron,
Ohio. The advertising is very inconspicuous, if not too much so (see Review).

rangements of old-style type-faces. The firm's house-organ, printed in black and red on white antique laid stock, is one of the handsomest of such publications which has come to our at-Composition is characterized by a radical departure, in the one respect that periods are omitted from some abbreviations which appear in display lines. This is done consistently in the abbreviation S. W., which stands for "South West," but the abbreviation Ltd, is followed by a period. On the letterhead of this firm, reproduced some time ago, points were almost wholly omitted. The contention of the firm is that if the arrangement of the words is such that points are not necessary as an aid to clarity, they should be omitted in the interest of appearance. To one who is accustomed to seeing abbreviations consistently followed by a period, such a departure is particularly noticeable.

WILLIAM WOLFSON, Brooklyn, New York.—
The card for Jacob Adler is not very satisfactory. In the first place, the type is too large in proportion to the space occupied, especially when one considers the large amount of textmatter. The design is overbalanced to a degree at the bottom, due to the short length of the lines at the top and the wide panel at the bottom. The longer lines should be at or near the top, just as the largest display. Several periods at the end of a short display line do not serve the intended purpose of lengthening it, because of the great variation in appearance

of type and points. Embossing is satisfactory only for a few lines, and to emboss by the real process or by imitation processes every line, large and small, in a card or circular cheapens its appearance, rather than serving to add character and class to the design.

WE are in receipt of a large package of specimens from Phillip B. Reister, Supervisor of Works, The China Baptist Publication Society, Canton, China. Mr. Reister writes in part: "Upon my arrival here last November to assume charge of the plant of The China Baptist Publication Society, I found a number of old copies of your publication on file which have been very companionable. . . . Naturally there are many handicaps in equipment and material, but, when personal direction is given. the Chinese are ingenious in meeting every situation." The specimens are satisfactory as to composition, but presswork is not of a high standard, due, more than likely, to inferior equipment, and the selection of colors are not in some instances made according to the canons of good taste and harmony. Green and blue, as used on the cover of The New East, issue for April-May, 1916, do not constitute good harmony. Red should incline decidedly toward orange when used with blue.

PERHAPS the most striking of recent complimentary tokens to the trade is the beautiful colored hanger being sent out to the motorcycle

list by The B. F. Goodrich Rubber Company, of Akron, Ohio. It is a nameless painting by the late Mr. A. B. Frost, one of the last works of the famous artist. In fact, the work was left unfinished by the master, but was later taken up and finished by his son, Mr. John Frost. The picture has no title, but it is easy to read the story. The town constable has evidently hailed the dapper feminine motorcyclist for speeding. But the maiden's appealing look of injured innocence has gotten the old constable foul and the wheels of justice seem in dire danger of clogging. The painting is handsomely reproduced by the American Lithograph Company in beautiful, soft and well-blended colors. The hanger bears no printed advertisement, although the motorcyclist is using Goodrich tires and a Goodrich sign appears on the village store in the background. It is an embellishment to any dealer's office.

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BY PAUL G. SMITH.

What the advertiser says; the words he uses to say it; the form in which he presents what he has to say; the illustrations he uses; and the style in which the printer expresses the ideas, are the subject-matters for this department.

## Novel Shapes in Advertising.

27

OVELTY for novelty's sake alone is not a good policy to follow when planning a piece of advertising. There is no point in die-cutting a booklet heart-shape, when the contents are descriptive of shoes; nor

is there any excuse for sending out a folder in the shape of a star, when the product advertised

has no resemblance or connection whatever to a star in name, appearance or use. Yet it is done time and time again, and we venture to say that in each case the advertiser has been disappointed because his "novel" effect did not bring the big returns he was sure it would.

Unless there is something in the title or contents of your folder that is suggestive, and very obviously so, of an odd shape, you had much better follow the more ordinary forms and not waste your effort and money trying to get a "novel" effect that is pointless. The returns from any attempts of this kind are very disappointing, and at the best never warrant the expense, which is comparatively high.

When used in the right way, however, the cut-out can be made a potent factor in many advertising plans. The Barnes-Ross Company, of Indianapolis, specializes in cut-outs, so what the members of that company have to say about odd shapes will prove interesting and edifying. In the May-June issue of this company's house-organ, Ammunition, under the heading, "When to Use the Cut-Out," the subject is treated as follows:

"Frequently we are asked when to use the cut-out, and why a booklet, folder or mailing-card thus gotten out is more productive than the ordinary kind.

"This booklet (see illustration) at once answers the question. The very novelty of its shape compelled your attention the moment you saw

it in the mass of other mail. You just couldn't resist the temptation to look into it and see what was said within its covers. And at the same time you at least subconsciously caught the connection between the title, the matter it contained and its shape. The latter, we contend, is the most

important thing to consider in planning the cut-out and when to use it.

"Because of our reputation in the production of cut-outs, it will no doubt be a surprise to know that by far the greater number of catalogues, folders and mail-

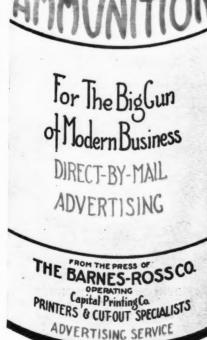
ing-cards which we get up are in the more customary shapes. We will never consent to an odd-shaped piece of mailing-matter unless that shape is suggested by the title, or the matter contained in it is appropriate to or suggestive of the occasion.

"Neither do we ordinarily plan for two or three pieces of oddshaped literature to follow one another. We have proved to our entire satisfaction that cut-outs, interspersed with other more customary matter, produce the best results.

"Occasionally, though, a booklet, such as our house-organ, can be gotten out in the same shape month after month and not lose any of its effectiveness; in fact, it will rather gain from month to month as it comes to your desk.

"Spasmodic mailings of any kind are not effective — and usually very expensive. All advertising should form a part of a consistent and persistent campaign. For that reason a single cut-out folder or card which is not a part of such a systematic campaign may be disappointing in spite of its unusual attention-getting qualities.

"But include in your series of mailings one or two good cut-outs and you will be surprised at the results. They will ginger up the whole campaign — put new life into all the other mailings. The novelty of its shape not only compels atten-



The very novelty of its shape "lifts" this booklet out of the other mail on your desk.

tion to that particular mailing, but somehow takes unto itself the good points of previous mailings and then passes them on to successive mailings - augmenting returns as a snowball gathers size when it is rolled over and over.

## The Principles Applied by the Lehigh Portland Cement Company.

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The Lehigh Portland Cement Company claims that one of the reasons why its product gives such satisfaction is



A proper use of the cut-out - the design harmonizes perfectly with the character of the message.

public to-day that could not make effective use of the cutout somewhere in its campaign.

"Of course, care and thought must be given to selecting the proper place for it as well as attention given to

its shape. Here we have found experience to be the best teacher, just as we have learned what mechanical features to avoid.

"In conclusion, we would say that, although the cut-out has more attention-getting power, it should not be used except where the design or shape harmonize perfectly with some feature of the message. Then, since practically every campaign can somewhere thus logically

adapt its message, plan one or two cut-out mailings for the most strategic points in the campaign.

"Once adopt such a plan of action and we are sure you will keep it up. It pays to advertise the cut-out waybut do it logically."

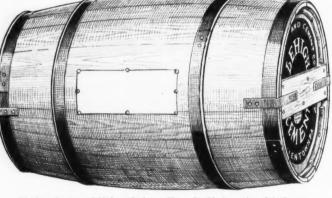
Let us repeat: The cut-out can be made a potent factor in many advertising plans. But, consider well the connection between the shape of the folder and the message delivered.

"There is hardly an advertising proposition before the that the barrels in which it is shipped are perfect for the purpose. This company does not use the ordinary barrels of commerce, but, after much thought and study, and at a great expense, has designed a barrel that insures the contents being protected and received in perfect condition.

The company claims that there are several reasons why the ordinary barrel will not do, and points out the requirements of the perfect barrel. It must be made of good wood, well seasoned, heavily reinforced by steel hoops, reinforced at the heads, lined with paper to exclude dampness, manufactured with tireless supervision, and scientifically designed to avoid breakage.

It goes on to tell us how it has equipped a cooperage plant with special machinery to make such barrels. How and why it lets the contents of each barrel settle before shipping. It pictures a cross-section of one of the barrels used, showing the tongue-and-groove feature of the staves - all of which makes interesting and convincing reading in a folder headed "A Barrel Full of Facts for You."

The point we want to make is that this folder is a cut-



The barrel cut-out folded, ready for mailing. In this form the original was approximately 61/2 by 11 inches in size.

out. Yes, a "barrel," and it is one of the most consistent uses of an odd shape we have seen in a long time.

This barrel cut-out folder is one of several pieces in an advertising campaign to dealers; the other pieces are all the usual shape. When folded, the "barrel" is 61/2 by 11 inches. The place for the address gives the appearance of a label tacked on. Unfolded, there are three pages, each

reading the description which follows: "Follow the Trail" is the invitation you get on the first page. You naturally want to know where to, so you break the seal, which hap-



Ready for mailing, the folder measures 4 by 7 inches.

showing, in addition to the text, a half-tone cut illustrating some special feature of the barrel. Two colors of ink, red and blue, are used throughout.

## Following the Trail.

The Felt & Tarrant Manufacturing Company, of Chicago, maker of the Comptometer, has just mailed a folder that might be classed as a cut-out, although this feature

is not obvious until the folder is unfolded. It is sometimes termed a "butterfly" folder, the essential feature being that when it is opened a folded-in portion of the sheet springs up, projecting itself above the body of the folder.

As with all other novel effects, the "butterfly" should not be used unless there is some good reason for it. In the case in question there is a reason, as you will see after



Unfolded once, the folder measures 7 by 8 inches.

pens to be a pre-canceled one-cent stamp - an economical feature that commends itselfand turn over. Here you meet an attractive girl operating a machine of "some kind," and a caption that invites a still further following of the trail. You turn again, and are literally "hit between the eyes" with the point, the end of the trail, the Comptometer.

The text in the body of the folder is "A Lesson of the War - and Its Application."



Open flat, the folder measures 111/4 by 14 inches, including the "butterfly" projection.

THIS

**SIGN** 

OF

SERVICE

IS ON

A TOOL

OF

SERVICE

MADE

**FOR** 

YOU

AND

IS SENT

BY

US

AS A

SYMBOL OF

OUR

DESIRE

TO BE

ALWAYS

USEFUL

IN

OUR

SPECIAL

SERVICES

TO

YOU

WM, F. FELL

COMPANY

PRINTERS

1315-1329

CHERRY

STREET

PHILA-

DELPHIA

1916

It tells how one girl and a Comptometer in a London office is doing the work of four clerks who are in the trenches. The point is very clearly made that if in a crisis the Comptometer can help, why not under normal, every-

day conditions?

One hundred thousand copies of this circular have been sent out, and T. J. Wright, advertising manager of the Felt & Tarrant Manufacturing Company, tells us that the direct returns have been favorable, although the circular was designed to have an educational

WM. F. FELL CO. PRINTERS
ACKNOWLEDGE
WITH THANKS
THE RECEIPT OF YOUR
REMITTANCE

THEY HOPE THAT
FELL SERVICE
HAS DESERVED
A CONTINUANCE OF
YOUR FAVORS

Advertising of this kind is well worth the cost of composition and ink. Stock and presswork need cost nothing.

value more than for any other purpose. It is a good piece of advertising, cleverly designed and well written, and will probably have the desired effect, but if direct returns were not expected or hoped for, why was a return postcard enclosed, asking for the opportunity to demonstrate the machine?

The mailing size is 4 by 7½ inches. Opened flat it measures 11 by 14 inches, including the projection. Printed in two colors, orange and black, by the offset process, on suitable white stock.

## Free Printed Matter for the Printer.

How many printers are there that take advantage of the splendid opportunity they often have for getting good advertising matter for nothing, or practically nothing?

There is one firm we know of that does this; at least we have received the impression that it does from the specimens recently sent us.

This firm is the William F. Fell Company, of Philadelphia, and the samples it has sent us are reproduced herewith. It looks to us very much as though these were printed on what would otherwise have been waste stock.

This method of utilizing waste stock has been exploited before and you have doubtless heard about it, but have you ever done more than perhaps suggest to your customer that he make use of the waste? In cases where this has been done you will generally find that the customer has not been prepared to take advantage of the opportunity.

He has had nothing ready to run at the time, and rather than hold up his job until copy could be written and set, he will let the opportunity go to waste. us

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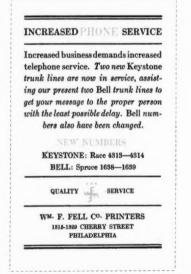
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So we suggest that you get the benefit of this free advertising. In order to do so and to be able to take advantage of every opportunity when it presents itself, you should have several pieces of copy written, ready to set at a moment's notice, so there will be no delay in getting your customer's work out. There are several forms of advertising that can be adapted to this method of printing - postcards, envelope enclosures, small circulars; cards, etc. Take, for instance, the book-mark reproduced. It is just a little over an inch wide. The amount of stock it represents does not mean much in dollars and cents, and, in most cases, it would have been wasted without a second thought. But not by the William F. Fell Company. It saw the possibilities in even an inch, and what did it get? A piece of advertising that really warrants considerable expense - for nothing.

It is obvious that the stock is not the only part of the work you get for nothing when taking advantage of this method. Being run in the



An attractive announcement that might have been printed on "scrap" stock at little expense.

same form, and at the same time, as your customer's work, the presswork is free, and, also, it costs nothing to mail such items of advertising. They can be included with your regular letters, statements, bills, etc.—except the larger pieces, which it would certainly pay you to mail separately. Printers should take advantage of every opportunity of this kind that presents

itself, and they will be surprised at the amount of effective advertising matter they can secure in this manner with a little forethought and planning.



By John J. Pleger, Author of "Bookbinding and Its Auxiliary Branches."

Copyright, 1916, by John J. Pleger.

The author of "Bookbinding and Its Auxiliary Branches," Mr. John J. Pleger, has arranged to contribute to these pages an intimate and detailed description of the various processes of bookbinding. The intent is primarily to make printers better acquainted with the foundation principles of good bookbinding, and to that end a greater liberality of treatment will be attempted than is practical for text-book purposes. Inquiries of general interest regarding bookbinding will be answered and subjoined to these articles. Specific information, however, can be arranged for by addressing Mr. Pleger, care of The Inland Printer Company.

## Imitation Deckled Edges.

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A Michigan printing and binding company writes: "We should like to inquire if you can tell us if there is a process of putting imitation deckle edges on a book after it is bound and trimmed. We have a customer who wants us to get out an edition of books with deckle edges, but he does not want to pay for the deckle-edge paper, as it comes much higher. If you can give us any light on the subject it would be greatly appreciated."

Answer.— Imitation deckle edges are frequently substituted where the cost of the deckle-edged paper is prohibitive. All deckle or imitation deckle edges appear on the fore and tail edges of the books. The heads are usually gilt-edged, but on the cheaper grade of books color is sometimes substituted.

Whenever imitation deckle edges are desired the paper stock should be trimmed down before printing, so that the sheet when folded into a section will be about one-eighth of an inch larger than the length. This will be the trim at the head after the books are sewed and the imitation deckle edges executed. After the sheets are printed the paper should be folded by machine or by hand, all the paper edges meeting and the printed pages coinciding. If this is properly done there will be enough unevenness of the folded sections to produce a good imitation deckle edge in the subsequent operation.

After the books are sewed and smashed, take two wooden boards about one-sixteenth of an inch shorter than the width and length, place one on the top and one on the bottom of the pile and place it in a gilding-press in much the same way as for gilding books. Small shops that have no gilding-presses can use the backing-machine, but the operation will, of course, be much slower.

After the pile of books is placed in the press, screw it down as much as possible and take a rasp which is about fourteen inches long and four inches wide, with both sides beveled to the side edges. The rasp should be made with two handles, one on each end, to enable a right-and-left movement on the edges of the books. This rasp can be purchased in the hardware stores of the big cities and the handles can be put on by any local machinist. They should be made so that they can be attached to either side, to enable the use of both sides with equal facility. This will prove advantageous when there are a great number of books to rasp.

The rasp is held with both hands, and with a right-andleft movement on the edges the deckle is produced. Advance gradually until all the edges have been deckled. This

will, of course, require some "elbow grease," but the binder will not mind that after the books are completed. When this is done, open the press and turn the pile around for the tail edges. The operation is the same as described for the fore edges.

When both the fore and the tail edges have been rasped, trim the head edges and proceed with the gilding or coloring operation, as desired.



Bookbinder's Rasp for Deckling Edges of Books.

To attempt to rasp the edges after the books are trimmed or bound would result in failure and unsightly edges. It would be advisable to send a job of this kind to edition houses that are equipped to produce satisfactory work, rather than attempt to gain experience on just the one order. Men who understand this class of work can produce it more cheaply than the all-around bookbinders in the smaller cities.

## Manifold Work.

Manifold work consists of blank forms, such as shipping-receipts, of which, for the purpose of record, one or more duplicates are required. Sometimes these forms are printed in different colors of ink or on different colors of paper, so that they may be readily distinguished. Not infrequently these forms are printed in quintuplicates. On large orders the originals are printed on one sheet, the duplicates on another, the triplicates on another, etc. Sometimes several of the blanks are perforated, and, invariably, all blanks are numbered. All manifold sheets must coincide with one another in the book, so that in writing out the original the carbon copies on the duplicates will appear in the same spaces. Register of forms on this class of work in ruling, printing, and in the subsequent operations, gathering and jogging, is essential.

On duplicate manifold forms, where the presses are large enough, the original can be run on one side and the duplicate on the other side of the press. These sheets can be gathered as they are delivered from the fly of the press.

The common mistake made by printers is that they disregard the binding operation and run these forms to the best advantage for the composing-room and the pressroom. It frequently happens that an additional set-up or plate would save considerable time in the bindery, and result in a great saving in the cost of producing the job. Then, again, an additional make-ready in the pressroom would have a like effect. But these time-saving wrinkles in the bindery are unknown to many composing-rooms and pressrooms, hence they pursue the easiest methods in their divisions and assume an attitude of "Well, they can fix it in the bindery." Proper planning before a job is started, and a knowledge of the cost of binding, would in many cases result in greater profits and easier methods of handling in the bindery.

Some printing-presses have perforating attachments, and wherever possible these should be used, especially on large runs. There are printers who still adhere to the perforating rule, while others have discarded it because of the wear on the rollers. Unfortunately, perforating-machines limit the width of the sheet to about thirty inches, except where special machines have been built; consequently, where it is advantageous to run a larger sheet on the press the perforating should be done in the pressroom, either with one impression or as a separate run.

Nearly all manifold forms are numbered, and very often it is more advantageous to number the sheets in the pressroom, either with the first impression with the numberingmachines locked up in the form or with an additional impression and a separate lock-up.

It would be erroneous to contend that a bindery numbering-machine could compete with press numbering-machines, as any number of machines can be locked up into a form and run with one impression on the press, while the bindery numbering-machine makes but one number with one impression at a time. Consequently, only small manifold orders should be numbered in the bindery.

On small orders the perforating and numbering are done in the bindery, and the perforating and gathering usually precede the numbering. The perforating and gathering would probably be four on a sheet, while the numbering could be more profitably done two on a sheet and cut apart when finished; or, if the style of binding is a cut-flush style, the binding can be done two-on and cut apart. The numbering can precede the perforating, in which case each lot—original, duplicate, triplicate, etc.—is numbered separately, then perforated and gathered. It is always safer to gather the sheets in the same sizes that were run in printing because of the liability of cutting sheets too large or too short. The press guides must always be maintained in the binding operations.

The cheaper grade of manifold books, such as cut-flush styles, which are not over one hundred and fifty leaves thick, should be bound in gangs—that is to say, two or more on a sheet—and cut apart after the binding has been completed. One-sixteenth of an inch trim margin must be allowed between forms, so that when cutting the books apart the bevel on the off cut can be trimmed off. One-eighth of an inch trim margin is necessary for all the books bound single, on the head, tail and fore edge. One-eighth of an inch trim margin must also be provided for books bound in gangs, except between forms as mentioned above.

In a receipt or manifold form that requires more than a single number — that is to say, where a sheet is numbered in duplicate or triplicate — the spaces for numbers should be set so that they will align with each other in such a manner as to permit the numbering-machine operator to feed the sheet to the same back guide in each instance.

All side-stitched books require a binding margin, and in no case should less than three-fourths of an inch be allowed. Thicker books require more margin, to permit the use of the inner sheets near the stitches.

A guide-mark should be placed to print on the edge of the sheet where the sheet touches the guide when fed in the press. If there is any variation in the trim it will be overcome by making guides and guide-marks hit the sheet at the same point.

## RECORDING AND COMPILING HOURLY PRODUCTION.

Much has been written and said about production in the printing-plant, and while it is true that a great deal has been accomplished, and production records obtained, covering a multiplicity of operations, comparatively little of this work has been applied to the bindery.

Perhaps for the fact that bindery operations are so numerous, and, in the majority of plants, such a variety of miscellaneous large and small work produced, the thought of keeping production records seems impractical because of the detail clerical work necessary to carry the recording of production to a final conclusion; but the time has at last been reached where this seemingly great obstacle has been overcome. The Price-List Committee of the United Typothetæ and Franklin Clubs of America, after years of careful preparation and study, has devised a method for recording bindery production, considering well the fact that the fewer the blanks to be used, the better, whether the plant using them is large or small; this, of course, holding particularly true to the smaller plants, as the clerical work must be kept at a minimum.

Three blanks have been designed to gather this data; they are simple in construction and the detail work can be quickly recorded, no expert clerical help being necessary. n I I h p fi

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A treatise has been prepared explaining the methods used and means of recording hourly output on every bindery operation, so that any plant adopting this system of recording production will have compilations like the following for ready reference:

JOBBING FOLDER—UPRIGHT.
3 folds right angle—16 pages—one up.

No. of jobs from which records are compiled.	Size of Page.	Average sections per hour.	Maximum sections per hour.	Minimum sections per hour.
26	5½ by 8 to 7 by 10½	2,361	2,663	1,043
5	8 by 11 to 10½ by 14	1,891	2,385	1,595

The compilations wherever recorded will cover all the operations in the individual bindery and will be invaluable to the estimator in figuring on prospective jobs. These records will also act as a guide to increased production, one of the most essential factors in reducing cost.

This treatise will be sent free of any cost to employing printers who are interested in this work, and who will coöperate with the Price-List Committee of the United Typothetæ and Franklin Clubs of America in adopting the standard method of collecting records of bindery production, as outlined. It is evident that with the coöperation of printers and binders in recording and compiling production records of bindery operations, a standard of production for the various operations performed can be established.

With a standard of production and a knowledge of the average hourly costs, a greater uniformity in estimating should be established. Write the United Typothetæ and Franklin Clubs of America for a copy of "Classification of Bindery Operations and Operation Numbers."

Written for THE INLAND PRINTER.

## MASTER MINDS OF TYPE AND PRESS.\*

NO. VIII.- PRESENT ANNUAL PRODUCTION OF WOOD-PULP.

BY JOHN S. RITENOUR.



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HE annual production of chemical and wood pulp in America, Germany, Canada, Sweden and Norway is stated by Mr. J. Grove Smith to be 5,000,000 tons, of which more than 2,000,000 tons comes from the United States and 850,000 tons from Canada. The capital invested in Canada in wood-pulp manufacture jumped from \$20,-

000,000 to \$60,000,000 in the last ten years, and the value of the product from \$9,000,000 to \$20,000,000 per annum.

So reckless, it is claimed, has been the destruction of the forests of New England in the interest of wood-pulp manufacture that it is predicted before many years all the pulp-mills of that section will have been transferred to Canada.

As interesting historical facts, it might be inserted here that the first paper-mill in this country was built in 1690 by William Rittenhouse on the Wissahickon river, in what is now a part of Philadelphia. Another was erected in Boston in 1730. Fifty years later there were forty mills in operation in this country, of which Benjamin Franklin is said to have established eighteen. During the War of Independence the Hartford (Conn.) Courant had its own paper-mill in Hartford.

In 1816 a paper-mill, probably the first west of the mountains, was erected at Tarentum, in Allegheny county, Pennsylvania, near Pittsburgh, and it is still running, but its product is not news-print. At Fabriano, in northern Italy, there is, or was a few years since, a paper-mill that has been in operation since the year 1276. The number of paper-mills in the United States in 1810 was 185. England's first paper-mill was erected in the year 1500, and it was the only one in that land for more than fifty years.

It is stating nothing new to say that the earliest writingpaper consisted of sheets of papyrus, of which there are in existence some samples that date back to 3,000 years before Christ. J. Grove Smith's interesting paper, read in December, 1914, before the Toronto Insurance Institute (published in Pulp and Paper, Montreal), says the manufacture of papyrus was so important an industry of Alexandria that that city grew wealthy from its manufacture alone. The price of a sheet was about one dollar. Greece and Rome eventually took up the manufacture of papyrus, but changed the form from scrolls to flat sheets, which were laced together to make books.

Paper somewhat akin to what we now know it to be was first made from pulped fiber by the Chinese about the beginning of the Christian era, it is believed. They got the idea, it is said, from observation of the habits of papermaking wasps. Then, in the eighth century, the Arabs acquired the secret, and when they occupied Sicily they took it there with them. Papermaking in Europe was introduced by the Moors into Spain, and when they were shut out there Europe lost knowledge of the art. But it is known that in the tenth century the papal bulls of Rome were written and issued on native paper.

The Arabs made paper at Samarkand in 751 A. D., and the discovery of how to produce it entirely of linen and rags is credited to that race at some time between 751 and 792. But this was centuries after the Chinese had developed the art. It is curious how often Western civilization has felicitated itself upon discovering something important, only to be chagrined later by learning that the East had long known all about it.

## Stereotyping for Newspapers.

Two brothers, François and Firmin Didot, cut conspicuous figures in France nearly one hundred and fifty years ago in the typographic art. They had a fine printing-shop in Paris. The high quality of their work was celebrated throughout Europe. They were also book publishers, typeface designers, typefounders, and manufacturers of paper at Essones, where they had a mill in 1799. They revived and developed the process of making stereotypes.

It is related of Benjamin Franklin that, while American ambassador to France in 1780, he and some friends paid a visit one day to the Didot press. Franklin greatly astonished his companions, and the men in the shop, by taking hold of the hand press and putting it through some of its paces with a dexterity that showed his familiarity with its workings. And right here is where the most notable of American printers pinned to his lapel a bouquet of his own make:

"Do not be astonished, gentlemen," he said, laughingly, this is my own trade."

There was living in New York city in 1813 an enterprising printer named David Bruce, to whose ears had come some interesting information about the use in London of a method of making stereotype plates that deeply aroused his curiosity, especially since he was at that time carrying on a typefoundry in New York. He sailed to London to procure knowledge of the process, if possible, but is said to have met with indifferent success because of the secrecy with which it had been invested by interested parties. However, he must have gotten some valuable pointers, for he took hold of the matter energetically on his return home, and his efforts finally led to the production of stereoplates on this side of the water.

Twenty years later George Bruce, also of the Bruce typefoundry, was one of the men who put out a hand to Horace Greeley when that great journalist as a young printer wanted help, and who in turn was himself, in the course of time, greatly aided in his business by Greeley, in whose bosom the instinct of gratitude was ever an active and vivid flame. Mr. Greeley tells the story in his "Recollections of a Busy Life." He was making a hand-to-mouth living at his trade in New York city in 1832. A misguided friend induced him to take part in a joint enterprise for starting a daily, the Morning Post, that would sell for one cent. Needing forty dollars' worth of type to properly equip his shop for the new venture, he applied to James Conner, the typefounder, to let him have the material on credit. Mr. Conner declined, although Mr. Greeley had been buying "sorts" from him for some time. Recourse was then had to Mr. Bruce, who very cheerfully and willingly complied with the modest request. During his subsequent years in the printing and publishing business, Mr. Greeley estimated that his orders to the Bruce foundry for type totaled not less than \$50,000. The Post lasted about a month.

The Bruce typefoundry existed for many years. David Bruce having gotten his inspiration as to stereotyping from London, it is quite likely that London was itself indebted to the Didots of Paris for its interest in the recovered and renewed art. The stereotyping process was long used in book publishing - until supplanted by electrotyping - but not until 1854 was it successfully applied in America by Charles Craske to newspaper printing.

<sup>\*</sup> Copyright, 1916, by John S. Ritenour.

Craske was a steel and copper plate engraver of New York city. He invented the papier-maché matrice for making curved stereotype plates. This was in 1851. In 1854 he made the first curved plates for a Hoe rotary press, then in use in the office of the New York Herald. It was a good while before an entirely satisfactory degree of success was reached in this innovation, but it progressed right along until, in 1861, Mr. Craske had contracts for making these plates for the regular editions of the New York Tribune, Times, Sun and Herald. Ever since that date all fast presses have used curved stereotype plates. The London Telegraph and London Standard had as many as five Hoe machines, each using curved plates. Without these plates, and without wood-pulp and the web press, the great newspapers of this day would be an utter impossibility. Stereotyping made practicable the endless reproduction of stereoplates from one type-form. After that it became simply a matter of providing presses with cylinders enough to carry printing-plates - single presses for four and eight pages, or multiple presses carrying plates enough to turn out sectional newspapers of almost any number of pages.

## Steam Power for Presses.

The first attempt to apply power to the printing-press was made by William Nicholson in England in 1790, with the types on a revolving cylinder and inked by rolling against another cylinder.

Nathan Hale, nephew of "the patriot spy of the Revolution," who became a noted Boston editor, was first to introduce steam power in New England in the office of the Boston Advertiser, of which he had taken charge in April, 1814.

Steam power in New York was first used in the Sun pressroom. In a speech in 1851 by Benjamin H. Day, originator of the Sun, at a dinner in that city in honor of Colonel R. M. Hoe, the speaker stated that he had started the Sun on September 3, 1833, and that three years later "the difficulty of striking off (by hand) the large edition on a double-cylinder press, in the time usually allowed to daily newspapers, was very great. In 1835 I introduced steam power, now so necessary an appendage to almost every newspaper office. At that time all the Napier presses in the city were turned by crankmen, and as the Sun was the only daily newspaper of large circulation, so it seemed to be the only establishment in which steam was really indispensable."

Mr. Day did not state the circulation of the Sun at the time he made this speech, but when he started the Sun it was a sheet 11½ by 17 inches, four pages, and two men could crank off 400 copies an hour by hard work. The circulation of the Sun at that time is understood to have been not in excess of 400 to 500 daily, yet the population of New York city three years earlier, in 1830 (census) was 203,007. In these days of 1916, wherever there is a town having a population of 5,000 or over, there is probably at least one daily local newspaper, having a circulation of from 1,000 to 2,000, or more, and in size generally equivalent to the Sun of eighty years ago.

The Sun's news columns in 1883 show that poor Mexico was in as disturbed a condition then as she is now.

There are now many valuable newspaper properties with large circulations in cities of 200,000 population, presenting a striking contrast with the situation in New York city in 1833, when the daily newspapers there could not muster more than 800 to 1,000 subscribers each in a population of 200,000. This evidence shows how remarkable has been the growth of the newspaper-reading habit among

the people, and how newspaper publishing has been transformed from an uncertain and precarious business into one of the largest, soundest, safest and most profitable in the world.

In 1834 the Cincinnati Gazette put in a steam-power press, the first in that section of the country.

## Durability of Presses.

Reference has been made to the durable qualities of printing-presses. There are throughout this country many old presses doing good work in capable hands; while, on the contrary, there are many fine new presses doing poor work in incapable hands. On October 30, 1848, the St. Mary's (Md.) Gazette announced that the Ramage hand press on which it was then printed had been in almost constant use for more than one hundred years.

In 1732 James Franklin established the Newport (R. I.) Mercury, which is still living; and the hand press, taken thither from Boston, on which it was printed, and on which James and his brother, Benjamin, had so often worked in Boston, remained in the Mercury office for more than one hundred years. John B. Murray bought it in 1859 and presented it to the Massachusetts Charitable Mechanics' Association in 1864, on the occasion of the one hundred and fifty-eighth anniversary of the birth of Benjamin Franklin. In 1841 Mr. Murray had bought another press on which Benjamin Franklin worked in London in 1725-6, and placed it in the Patent Office in Washington city.

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In one of the towns in the Monogahela valley, above Pittsburgh, there is a newspaper cylinder press at work now printing a local daily, and doing it well, which is so old that when a fracture recently appeared in the frame, and it was thought desirable to replace the damaged part as a precaution, the manufacturers, when asked to supply it, replied that they could not do so, since the model was so old the patterns had long since been discarded.

So, by way of summary in a closing paragraph, the record discloses that improved fast printing-presses, cheaper adaptable material than rags for paper manufacture, and remarkably ingenious typesetting machines, were all coincidental events of immense significance in the history of newspaper development and progress within the closing quarter of the nineteenth century. Gutenberg, Koenig and Mergenthaler were Germans. Coster and Blaew were Dutchmen. The Didots were Frenchmen. The first Hoe was an Englishman. The Gosses are Welsh. Bullock, Lanston, Craske, and Cox, inventor of the Duplex, were Americans. Scott was a Scotchman.

## THEY MEANT WELL.

A postal correspondent sends the following extracts from letters that have recently been addressed to the officials:

"DEAR SIR: My husband has been away at the crystal palace and got a for days furlong and has now gone to the mind sweepers."

"DEAR SIR: I am his grandfather and grandmother. He was born and brought up in this house in answer to your letter."

"DEAR SIR: You have changed my little boy into a little girl; will it make any difference in the future?"

"DEAR SIR: I have not received no pay since my husband gone from nowhere."

Another correspondent who had a grievance replied: "In previous correspondence with your office I am always described as 'Mrs.' You would form a different opinion if you saw my whiskers." — Manchester Guardian.



BY BERNARD DANIELS.

## Putting Life into the Cost System.

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There are hundreds of printing-offices in the country that have had the Standard cost system installed in them and that do not reap any benefit from it because they have let it become a mere form that may be left to take care of itself. And there are hundreds of others where the system has been dropped because it was allowed to become a lifeless routine.

These systems were put in because the need of them was partially realized at the time, and are tolerated because of a sense that they may be needed at some time. As they are now used they are about as useful as a carriage without a horse or an auto in a place where there is no gasoline.

A typical case is that of one printer who, when asked how his cost system was working, replied: "I'll be hanged if I know. I haven't seen it for three months. I just charge the same prices as the other fellows, and let it go at that."

This man had failed to grasp the idea and use of a cost system, and had therefore lost interest in it. Had he realized that the system should be a daily reminder of the jobs on which he had made the wrong price, either high or low, and a guide to the proper price on the jobs placed without quotation, he would not have lost sight of it for three months, or for three days for that matter.

A live cost system brings to your desk every day the record of the mistakes of the day before as well as the story of the whole work of the plant. Each month it gives you an average of your cost and production as a guide to your management for the following months, and if you take it as a live issue and study it you will soon find that it will weed out the unprofitable work for you if you have the backbone to say "no" when those jobs come up again.

Do not think that you can use the published or communicated figures of the other fellow's system and save the labor of gathering and collating your own, for you can not. They will not tell you what is going on in your plant. You may be bettering the figures that are generally conceded to be good or you may be away behind. How do you know?

Make your cost system a real, live part of the management of your plant. Do not be satisfied with a mere time system — a mere collection of time records and bills to see that the individual job is charged with all it should be, nor with a time record as a check on the time put in by employees. Put some ginger into the cost system and make it tell you just what you want to know about each machine and each employee and their production and the total cost of that product.

Under ordinary conditions a good girl can keep the cost system for a plant employing twenty hands in less than half a day's time each day, about ten minutes per employee per day being sufficient on ordinary jobwork, or about eighty-five hours per month. At least one-half of this much time must be spent on the keeping of plain time records, so that the real cost of the cost system is about forty hours a month and a small amount for a few blanks. Why, the saving of being able to flag one losing job a week will more than pay a profit on it.

Get busy, put some life in your cost system; you can never tell when it will stand you in good stead.

## The Replacement Reserve.

A new student of the Standard cost system writes: "What becomes of the amount charged off for depreciation and replacement; does it go to the bank balance or the capital account?"

Unfortunately, it is not only the recent students of the cost system that do not seem to know what to do with the "replacement reserve." But a few minutes' thought on its name would show just what it is for. And just here we want to remark that the calling of this annual or monthly setting aside of an amount to make up for wear and tear and obsolescence of the machinery and plant a "depreciation" is a mistake that has been responsible for many of the troubles of factory owners, and especially owners of printing factories. It has resulted in many cases in the charging off of a certain amount because the plant was wearing out and was worth less, but letting the matter end there.

By calling this allowance by its right name, its use is indicated and the method of taking care of it suggested. A "replacement account or allowance" suggests at once a fund to replace the plant as it wears out or becomes out of date because of improvements. And the fact that it is to replace something at once indicates that it is to be kept separate and apart so as to be available when needed for its particular purpose. Some large corporations, such as railroads and transportation companies, carry what they call a surplus fund for practically the same purpose.

Now, if our replacement fund is to replace the plant, it must bear some relation to the plant value, and this is only possible when a fixed percentage is set aside each year to this fund until the fund equals the difference between the present value of the plant as depreciated by wear and obsolescence and its original cost. In other words, the amount in the "replacement reserve" must equal the amount of capital that has been put into the plant less its present forced sale value as used machinery, etc. The plant that has been adding to its "replacement reserve" for many years may have something like this amount in the fund, but the recently started ones will not be able to accumulate such a value for at least seven years.

How is the fund to be kept and used? In the first place, it is to be carefully invested in a reasonably liquid asset outside the business, with the exception of a small portion that should be kept in cash for meeting any immediate calls. Repairs do not come out of replacement reserve, but are part of the running cost of the department in which the machinery is used.

New machinery as an addition to the plant does not become a just charge against this fund, but creates a liability of the plant to the fund for a larger reserve to meet the value of these machines. The selling of an old machine calls for the payment from the reserve of the amount that has been placed in it to care for just this event, but not the full value of the machine bought to replace it. In such a case the capital account will be credited with the cost of the machine sold at its original value, and the reserve account charged with the amount paid into it on account of that particular machine; the machinery account being credited with this reserve and the amount received for the old machine in the sale; the balance, if any, will be credited or charged to profit and loss account. Until your reserve for replacement reaches its full value it will not pay the difference in such cases, and the charge to profit and loss will always be made.

Naturally you will invest the "replacement reserve" in some good, safe, interest-producing way, and until the fund has reached its full size you should credit all the interest to the fund, for the reason that it will thus the sooner be at its maximum.

When the fund has attained its maximum (if it ever does) you can then credit the interest to profit and loss. And a word of warning just here: The "replacement reserve" can not become so large that it will justify you in reducing the amount, or rather the percentage, set aside for it.

Under certain conditions you might be justified in transferring a great excess to the capital account, but before doing so it would be necessary to take an extremely accurate survey of the plant and carefully value at selling price — not going price — every article in it, so as to get at the true amount that should be in the reserve.

One printer whom we know has been in the habit of borrowing from his "replacement reserve" during the busy season instead of from the bank, and of paying interest to the fund as he would have had to do to the bank. This is justifiable if the reserve fund is given a proper security and the repayment promptly made. The concern mentioned above gives the reserve account notes as it would do an outsider.

## Hand or Machine?

So universal has become the typesetting machine that it is almost as unusual to set plain matter by hand as it was ten or fifteen years ago to set jobwork on the machine. And so the question arises almost daily as to whether a small job containing a few lines of plain matter shall be set by hand or machine.

There is, of course, a minimum for which it is profitable to change a machine over. If the machine is running on the body and face desired, two or three lines may be set without extra cost, as the measure may be adjusted by trimming the slugs or overrunning after setting; and where the plain matter can be "hung up" until enough of a kind has accumulated it will be profitable to set very small portions. But where the machine is busy on one size and face and requires to be changed over, it will seldom be found advisable to set less than five thousand ems of a kind.

This is often a very important matter, for to-day there are many plants that have little or no body-type, particularly those where the linotype is used, as it is in a majority of the suburban and country news and job offices. Here it is usual to have the machine adjusted for the bodies and faces and measures used in the paper, and while the more recent linotypes give a variety of faces at immediate com-

mand, the mold must be changed unless you can make the measure correspond with that already set for the paper. Of course you can set the matter on two slugs and cut the one or both to fit, and this is the best way in most cases of three to a dozen lines.

When the question of a paragraph or two of plain matter in a job comes up and you stop to consider whether you will set it by hand in a job face or on the machine in a plain face, always see if there is not some way of planning the job so that a multiple of the news measure can be used, and then if you have a modern linotype with multiple molds you can get by without changing the machine. If it is a booklet or large circular with from five to ten thousand ems of plain matter or more, there is only one answer to the question. It must go on the machine.

The book office with its monotypes will meet the same query in much the same way, except that in emergency it may set the two or three lines out of the correction cases.

But do not forget that these little maneuvers do not really save any cost. They merely get you out without having to buy more type, but the real cost is likely to be greater than if the few lines were set by hand. Less than five thousand ems can be sold safely on a time basis only, and it is really safer to consider all quantities up to ten thousand on a time basis in charging up the job or making an estimate.

## Cost of a Small Daily.

From a college town in the Middle West comes an inquiry regarding the right price for a student's daily newspaper of four pages, six columns each.

We take especial pleasure in answering this in the Cost and Method Department because of its interest, not only to printers in other places handling college papers, but also because our figures can be a guide to the publishers of small dailies of limited circulation and to those proposing to issue such.

The specifications call for 500 copies, daily, of a fourpage, six-column sheet; eighteen columns set in eightpoint on ten-point slugs, except two or three columns of editorial on page two set in eight-point on thirteen-point slugs, and six columns of advertisements, distributed through the pages, some being two and three columns wide.

Our estimate is based upon having plenty of material and men accustomed to daily-paper work, as follows:

Composition:	
Linotype, 29 hours, at \$1.60\$	46.60
Hand (advertisements), 25 hours, at \$1.20	30.00
Make-up, 6 hours, at \$1.20	7.20
Lock-up, 1 form of 4 pages, or 2 forms of 2 pages, 2 hours,	
at \$1.20	2.40
Make-ready:	
1 form, 4 pages, 2½ hours, at \$1.50	3.75
Stock:	
· 12-20 ream news, 30 by 40, 50-pound, at 4 cents	1.20
Handling stock, 10 per cent	.12
Press Run:	
500 impressions, at \$1.50 per 1,000	.75
Ink	.20
Pack and deliver flat	.75
Total cost\$	92.97
Add for profit, 20 per cent	18.59
Sell for	11.56

This price is for the first issue and is very close, allowing nothing for alterations, which must be charged as extras.

For subsequent issues an allowance can be made of \$4 a column for standing advertisements. A contract for \$95

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an issue would be profitable to the plant prepared to handle the job; but might be quite otherwise to a regular jobbing plant where the press would have to be cleared each day for the forms.

A suburban daily running from 500 to 2,000 copies would find this a guide to cost and its proprietor could study the figures and compare them with his production records to his profit.

## A Chance Happening.

That is all we can call the fact that our correspondent happens to be on the safe side in an estimate, in the making of which he admits he did not charge some of the items correctly.

## Listen to what he says:

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d e. I figured on the job, as did other printers in this city, and the buyer declared that, although the prices of the printers in this city were about the same, he could buy the goods so much cheaper in another city that it would be impossible to place the order here.

You will notice that I did not make full charge on composition and cylinder-press work. I figured on the pressman feeding the press himself. Also the charge on stereotypes is low, owing to the fact that the stereotypers are paid by the newspaper and had to put in their time just the same.

Here is a correct estimate for the job, which consisted of 50,000 coupon cards printed in black ink, both sides, and numbered on one side at separate impression; size of card, 6 by 3½ inches; stock, scarlet cover, antique finish. Customer supplies original engraving of border, which is used on both sides:

on both sides:	Additiona
Composition: 50,000,	50,000.
2 sides, 3½ hours, at \$1.20\$ 4.20	
Lock-up for foundry, ½ hour	
Lock-up for press, 28 stereotypes, 2 hours 2.40	
Lock-up of 7 numbering-machines, % hour90	
Stereotypes, 28, at 15 cents 4.20	
Make-ready:	
1 form, 28 pages, sheet 22 by 28 inches, 4 hours,	
at \$1.25 5.00	
1 form of 7 numbering-machines, 1 hour, at \$1.10. 1.10	
Stock:	
3 14-20 reams, 22 by 28, 80-pound cover, at 12	
cents 26.64	\$26.64
Handling stock, 10 per cent 2.66	2.66
Press Run:	
3,700 impressions, at \$1.15, 1,100 per hour, at	
\$1.25 4.25	4.25
Numbering-machines, 7,400 impressions, 81/2	
hours, at \$1.10 9.35	9.35
Ink:	
3 pounds, at 50 cents 1.50	1.50
Cutting into four after printing to number 7 on	
sheet 7 by 22, ½ hour, at \$1	.50
Cutting into singles after numbering, 1½ hours 1.50	1.50
Pack and deliver 2.50	2.00
Total cost\$67.30	\$48.40
Add for profit, 25 per cent	12.10
Add for profit, 20 per cent	12.10
Sell for\$84.12	\$60.50

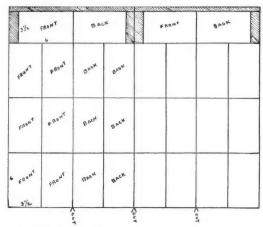
The above figures show how the job could have been run in an office equipped for handling it on a pony cylinder and 14 by 22 jobber. The only difficult part of the job was the numbering, and that required care in setting the machines on starting and not spoiling any impressions, which should have been easy at the speed, given above, of about 800 per hour.

We have given price of an additional 50,000, because we suspect that our correspondent's customer was buying these coupons in larger lots and comparing prices. Thus, 50,000 should sell for \$84, or possibly on close competition for \$80, or \$1.60 per 1,000, while 100,000 could easily be sold for \$140, or \$1.40 per 1,000, and 250,000 could be profitably handled at \$1.25 per 1,000.

We publish our correspondent's estimate because he has given the differences, and incidentally says that his bookbinder gave him the price on the stock and cutting and profit on same.

Cost of 1 electrotype	\$ 1.85
Machine composition, 1 hour	1.50
Hand composition, 1 hour	1.00
Lock-up for foundry, 30 minutes	50
Making 28 casts, 2 hours	1.00
Press lock-up, 2 hours	2.00
Make-ready on cylinder, 3 hours	
Running on cylinder without feeders, 4 hours	6.00
Lock-up, 6 numbering-machines	1.00
Make-ready, numbering-machines, 30 minutes	50
Running (6-on), 10 hours	
	\$29.85
25 per cent profit on labor	
	\$37.35
Stock, cutting and profit	47.15
	\$84.50

Besides the errors of judgment in the above, there is a discrepancy between running 28-up and numbering 6-on, as the sheets will only cut 7-on to get 28 cards out of a sheet and the layout for the purpose is such as to require the numbering of a piece 7 by 22 inches. We give it roughly because it is interesting.



Note the layout of this form, which will back up without shifting and run numbers straight through without change of form. It also gives a minimum waste of stock.

## The Cost of Selling.

Printers generally, even those who have good cost systems, do not seem to realize the fact that the cost of selling is abnormally high in our business.

This fact is the more remarkable because the printer should, of all others, be the highest exponent of the value of direct advertising as the reducer of the ultimate cost of advertising and business-getting. Not that we believe that advertising will go out and drag in the customer and put the pen in his hand to sign the order; but we know that direct advertising, accompanied by a sample of the goods, is one of the most powerful inducements to buy—and here the printer has the big advantage over all other advertisers because every direct "ad." that he sends out must, of necessity, be a sample of his work.

A recent study of the composite statement of the 1914 reports to the United Typothetæ and Franklin Clubs of America shows that the cost of doing business — that is,

the cost of management and selling as included in the general expense items — is 46.7 per cent of the other expenses of factory production exclusive of materials, and 31.7 per cent of the total cost of production, exclusive of materials. A study of a number of carefully kept cost systems shows that the cost of selling and office management is 17.1 per cent of the total business done and that the average profit of the plants whose figures were used in this calculation was 13.25 per cent.

In this calculation the cost of selling and office was distributed equally over all the business, while every printer knows that fully one-half his business comes with the minimum of selling cost and that at least 90 per cent of the cost should be distributed over about 20 per cent of the total output. Taking this into consideration, it looks as if the average printer was paying more for a certain portion of his orders than the profit he is making out of them; that this 20 per cent is costing at least 30 per cent to secure and that he would be better without it, unless he can find a cheaper way of getting it.

Of course, advertising men generally know that the printer is not using his best method of getting new business and keeping old as he should, but is neglecting his opportunity, but the printer seems unaware.

Personal solicitation of orders is a relic of the days before the present mailing system came into use, and has lost its real value except for such lines as need careful personal explanations and large contracts that must be discussed and arranged along special lines in each individual case. For the small order of a few dollars, as is general in our business, the best means of securing business is to constantly keep your name before the prospect with a sample of the kind of goods you want to sell him.

There are two ways of doing this: Frequent personal calls and the leaving of samples, and the use of the mails to put those samples on his desk at the opportune moment.

Any salesman of experience will tell you that unless he has a carefully arranged regular route, with the dates and appointments arranged beforehand, he can not hope to actually see more than a third of the prospects that he calls on and that it does not pay to call on small buyers.

On the other hand, you can always reach the prospects on your mailing-list and at a minimum of cost, and while the first, or the second, or third piece may not awaken a response, you will eventually get them if your advertising is properly prepared to suit your list of prospects.

Direct advertising, as this mail solicitation is called, has, as stated above, particularly strong appeal to the buyer of printing, and when he has replied to it by making an inquiry you have a live prospect that will cost less to turn into a buyer. The solicitor is not then needed, but the salesman—the man who can size up the buyer's needs and supply them.

And this brings us to the vital point in the printer's selling campaign. The most of them are sending out walking advertisements to seek openings for quotations and competitive business, when one-half the cost of this kind of work would finance a campaign of direct advertising that would raise real, live prospects that a salesman could convert into order-givers at a cost per that would greatly reduce the 30 per cent named above, and the total cost of doing business also would be reduced.

The cost of selling printing is too high, but it is because the printer refuses to take his own medicine and purge his business of the non-profitable, time-consuming estimates and competitive orders that now raise his expense account at the expense of his profits.

## THE "TYPOLITH" PROCESS—A NEW METHOD OF PRINTING.

The "Typolith" process, a recently patented invention, of which an example is shown in this issue, seems to have solved in a practical way the use of the fine-screen half-tone engraving in printing upon paper stock that is not clay-coated and may be of a rough or antique surface as well. The accomplishing of this seemingly impossible feat takes from the trade a long-accepted wise saw, that fine paper is an absolute essential in the production of fine half-tone printing.

As much of its peculiar quality is produced by the novel and unorthodox handling of a special make-ready, which is one of the features which the patents cover, it is totally unlike other attempts that have been made in the same direction, in that it makes available for use in "Typolith" good half-tones that are already in existence. The work is, however, more easily accomplished by special half-tones of a character suited to the needs of the mechanical handling required. These plates are such as any skilled maker of half-tone engravings can readily produce, the technical manipulation required being easily applied.

The sample shown in The Inland Printer insert was printed from a half-tone that was originally made without particular reference to printing upon the ordinary grade of print-paper upon which it is printed, and is, therefore, a practical demonstration of the work that can be done with a first-class half-tone as made by any competent engraver.

The presswork, notwithstanding the fact that results resemble intaglio printing, is accomplished upon typographic machinery such as used by every letterpress printer, and the inventors are now perfecting means by which the process may be made applicable to high-speed rotary work of the newspaper class.

As commercially used, the method is easily applied to jobbing or cylinder machinery, and the Gage Printing Company, Limited, of Battle Creek, Michigan, has already made some remarkable showings of the process as applied to every-day business.

Very striking effects are produced upon papers of the hard bond or writing class, as well as upon all ordinary grades of book. On wire-laid formations the artistic lining to which the artist is so partial, and obtains by the use of laid charcoal drawing-paper, is reproduced by "Typolith" in a novel and pleasing manner.

The original invention was made by John B. Neale, chairman of the Gage Printing Company, and Fred W. Gage, treasurer of the same concern, was equally interested in securing the patents. The showing which the early examples of the work made has been instrumental in placing its development in the hands of a company under the trade name adopted to distinguish this from other printed products which it resembles.

"Typolith" is a coined word which naturally came from the resemblance of the typographic print resulting from the new process to that which is produced by offset lithography in its best application.

Color effects from process plates show a strength and softness of texture that even skilled lithographic printers do not ordinarily obtain by the offset method.

It is hoped by the introduction of "Typolith" to restore to the old channels much of the work that has been lost to the letterpress trade through the adoption of processes which the typographic printer can not successfully compete with or handle at all in an establishment devoted to printing with type and relief-block methods alone.



Photo by Duffie.

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GETTING A DRINK IN A DRY COUNTY.

## "TYPOLITH"

A new printing method, making the regular fine-screen halftone commercially practical for printing upon antique surfaced or cheap and rough, uncoated papers. Ordinary typographic presses are used in producing results that closely resemble offset lithography or photogravure. The process is patented and is controlled by the Typolith Company, of Battle Creek, Michigan.

This insert is a sample of Typolith work with a 150-screen plate printed upon poster print. The run was made upon a regular cylinder press by the Gage Printing Company, Limited, of Battle Creek, who are printers by letter-press methods exclusively.



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

## Fog from Light in Darkroom.

The writer was recently called in to determine if possible the cause of fog in a wet-plate darkroom. It was a brilliantly illuminated darkroom, lighted by a large yellow glazed window from the skylight and also by an electric globe stuck in a yellow bottle. Further, the ceiling and walls were white plaster. The operator was making 18 by 22 inch negatives and he would lean the sensitized glass plate up against a piece of white blotter attached to the wall, and on a strip of white blotter below, while he slowly wiped the back of the glass dry of silver solution. The exposure of a wet plate in its holder in the darkroom, with the slide partly drawn so as to expose half the plate for five minutes, and then developing this exposed plate convinced him, as no argument would, that his sensitized plates were light-fogged before he put them in the camera. He had no trouble until the days grew longer and the light brighter. This is a warning to others.

## Reversing Celluloid-Film Negative.

Louis J. Berger, Detroit, wants to know how to get the sharpest reversed prints from celluloid-film negatives for collotype printing.

Answer.— One way would be to put the celluloid-film negative with the celluloid in contact with the sensitized collotype film, and after both are in the printing-frame expose to sunlight at the end of a long box that will permit only parallel lines of sunlight to pass through the celluloid at exact right angles to the surface of the negative. Another method is to strip the gelatin negative film from the celluloid, and this is the way to do it as recommended by Process Work: Immerse the celluloid-film negative in the following solution: Water, 1 ounce; formaldehyde, 40 per cent, 10 minims; sodium hydrate, 10 grains. When the negative films show the first signs of detachment, which you can test by rolling up a corner of the film with the finger, place in water, 1 ounce; glycerin, 25 minims; hydrochloric acid, 25 minims. The film will now strip off easily and can be reversed on a glass support.

## Half-Tones for the Offset Press.

"Photoengraver," Winnipeg, writes: "We have been asked to make half-tones for the offset press, and as they can not get satisfactory transfers from our regular half-tones, we trouble you for advice regarding this matter."

Answer.— If you had been a close reader of this department you would have found several ways of doing this. The first half-tones for the offset press were made as you are doing. Then it was found to be a better plan to make an albumen print from the half-tone negative on slightly grained zinc, and after inking it up with a stiff transferink, powdering with resin and melting the image in, turn it over to the litho transferrer, who inked up the print in

the lithographic manner, and pulled all the transfers he needed for the offset press. Now it is customary to make these prints direct on the thin offset zinc, though an alternative method, where a number of transfers are to be made, is to make a regular enamel print on very thin copper, say 25 to 30 gage. The negative for this work has the high-light dots closed up as much as possible. After the enamel print is made and burned in, the copper is etched slightly in chlorid of iron so that it can be inked up without inking between the dots. Plenty of margin has been left around the image on the copper, so that when the etched plate is turned over to the offset transferrer he first pulls an impression on tin-foil or ink-proof paper, and cuts out a mask so that only the image is seen. Then he inks up the thin copper half-tone with transferink, lays down the mask so as to cover up the inked portions not wanted, lays the thin copper plate face down in contact with the offset zinc and runs it through the transfer press. He can re-ink and make as many transfers to the grained zinc as he wishes. This half-tone on copper can be filed away and used over and over again.

## Enamel on Zinc Troubles.

W. R., Farmville, Virginia, writes: "I am in a pile of trouble and beg you to help me out quickly. I am using the glue enamel process on zinc, as follows: No. 1 solution, 4 ounces of Le Page's glue in 9 ounces of water; No. 2 solution, 9 ounces of water, 240 grains bichromate of ammonia, 20 grains citrate of iron and ammonia, 60 grains of rock candy, white of 4 eggs and 1 dram of glycerin, all mixed with the glue. My trouble is all of the enamel comes off in the etching bath, regardless of exposure."

Answer .- Simplify your enamel formula as follows: Le Page's glue, 1 ounce; water, 21/2 ounces; bichromate of ammonia, 60 grains; citrate of iron and ammonia, 13 grains. Dissolve the powdered bichromate in 1 ounce of the water and then add the citrate of iron to it. Mix the glue in the remaining water and then stir the bichromate solution into the glue slowly. It works better after standing over night. Grain the zinc, before flowing with enamel, in an acid alum bath. Filter this enamel and flow over the plate and drain off in the sink, then flow again and whirl. After printing, develop quickly under a tap of running water and whirl off the water. Flow with wood alcohol to remove the remaining water quickly and then dry slowly. Burn in to a brown, or until the zinc is near the melting-point. When etching, remember that it is water that softens the enamel, so use as little as possible. When taking the plate out of the etching bath flow it with wood or denatured alcohol before drying and then dry it well before putting it back in the etching bath. Etch quickly and there should be no trouble with the enamel

## Engraving Black Drawings in a Gray Tint.

Mark Levy, of Gordon & Gotch Pty., Ltd., Wellington, New Zealand, writes: "We would be greatly obliged if you would inform us by what process the enclosed cutting is obtained. It is a process which no one in this part of the world seems to know about, and we would greatly appreciate your kindness if you will enlighten us on the matter."



Gray Engraving from Black Drawing.

Answer.— The method of doing this is an extremely simple one. The copy is a black-and-white drawing — that is, a drawing in black lines, with the lines heavier than usual. A negative is made of this black-and-white drawing, and then a negative is made from a gray line tint. The latter negative is stripped and the negative film laid over the line negative, when it is ready to print from on zinc, and when etched and printed gives the effect you enclose, which is called the "gray process" in this country. Instead of a line tint a half-tone tint is more frequently used, in which case the latter is made from a half-tone screen with the exposure made upon a sheet of white paper.

Another way to do it is to make the line negative as usual, and after it is reversed and ready to print from, lay a shading medium tint on the negative in ink. Dust the ink with fine plumbago and print from it. There are still other methods which have been described in this department, but the above are practical ways of graying a black copy.

## Replies to Queries of General Interest.

Laurence V. Beardsley, Brooklyn, New York: For dry plates that will give you films that can be reversed, apply to the Cramer Dry Plate Company, St. Louis, Missouri, and ask for "Strippers."

W. L. R., Philadelphia: There is no book or printed matter, that we know of, that will give instructions for etching sword blades.

"Photographer," St. Louis: To keep a negative film from cracking after using a lead intensifier, flow it with a weak solution of gum arabic.

J. T. Smith, New York: For fixing negatives you can substitute, in place of the costly cyanid, hyposulphite of soda by using a nearly saturated solution of "hypo," as it is called.

"Evening Newspaper," New York: The cause of the blue stain in the negative film when fixing with cyanid is that the iron in the film from the developer is not entirely washed out. Cyanid and iron make Prussian blue.

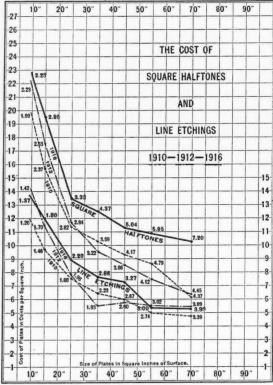
## Changes in the Cost of Engraving.

George H. Benedict, of Chicago, has done a further service to the makers and users of engraving. He has tabulated the results of all the available cost records for engraving during the present year and has also compared them with the cost records of 1910 and 1912 in the chart herewith.

The three upper irregular lines show the variation in the average square-inch cost of square half-tones in each division of ten inches in size, while the lower three lines show the variations in line etchings. A study of the diagram will bring out the following facts, that would not be so plainly revealed in a table of figures:

The average cost of plates in each division of ten square inches can not possibly have any relation to an average square-inch cost.

All plates of less than average size must cost more per square inch than the average square-inch cost, and all



Engraving Costs During 1910, 1912 and 1916.

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plates larger than the average size must cost less per square inch than the average square-inch cost.

The cost per square inch of minimum plates of both square half-tones and line etchings is more than double the cost per square inch of seventy-inch plates.

The average cost of plates covered by the 1916 reports shows a considerable increase over those covered by the reports of 1910 and 1912.

The records of cost used in constructing the diagram are typical of the showing of all cost records, and the arrangement of the investigations of cost in three separate years, placed on the same diagram, should be conclusive evidence that a square-inch rate can not possibly bear any relation to the cost of production.

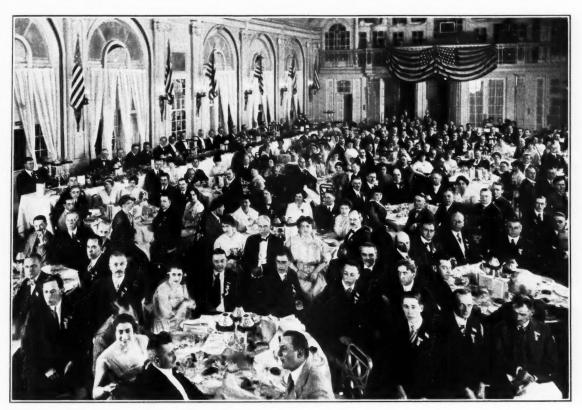
## Negatives that Are Too Thin.

"Photographer," Atlanta, Georgia, writes: "I am getting terribly thin negatives of late, and trouble you to ask what are the causes, to see if any of them fit my case. When bromids became expensive I recalled reading in your department that iodids could be substituted in place of bromids, with the advantage of getting denser negatives. I tried it and found it to be exactly so. Now this thin-

## The Recent Photoengravers' Convention.

The officers elected for the present year at the Philadelphia convention of The International Association of Manufacturing Photoengravers were: E. C. Miller, Chicago, president; F. W. Gage, Battle Creek, first vice-president; B. J. Gray, St. Louis, second vice-president; J. C. Bragdon, Pittsburgh, secretary-treasurer, and Louis Flader, Chicago, commissioner. The Executive Committee consists of H. A. Gatchel, Philadelphia; E. W. Houser, Chicago; Adolph Schuetz, New York; W. B. Mackenburg, Buffalo, and P. T. Blogg, Baltimore.

The papers read were of an intensely practical nature and will be published in the association's bulletin, but there



Members of the International Association of Manufacturing Photoengravers at their Banquet in Philadelphia, June 23, 1916.

negative trouble came on me and I am wondering if adulterated chemicals have anything to do with it."

Answer .- Thin negatives are the result of so many causes, as well as so many combinations of causes, that it would require too much space here to record them. Here are some of the most frequent causes of thin negatives: The silver bath getting too warm. This can be remedied by the application of ice outside the bath container. Then the bath may be too weak or too acid. Keep it about 40 grains of silver to the ounce and test with blue litmus paper, which should just turn red. A few drops of ammonia will reduce the acidity. Insufficient exposure will cause thin negatives, and sometimes this is caused by the illumination of the copy with a weak light or a yellow light. Sometimes the electric light becomes weak in intensity without the operator realizing the change, and the chemicals are blamed, though adulterated nitrate of silver or iodids will give thin negatives.

were some extemporaneous addresses that it was unfortunate there was not a stenographer to put on record. The one by Matthew Woll, president of the International Union of Photoengravers, was one of those, for it voiced the new spirit of coöperation between employer and workman that promises to lift the engraving business into a leading place among the best managed of this country's industries.

A new feature, shown for the first time at this convention, was a movie exhibition of the operations of photoengraving and electrotyping. Never before was such speed shown by workmen. If photographers were to throw plateholders into their cameras and sling negatives around the way they were depicted on that screen they would lose their jobs before the day ended.

Another innovation at this convention was the orchestra, which furnished delightful music during the banquet. It was composed of sixteen employees of the Beck Engraving Company, of Philadelphia, and it will not be too much

praise to say of it that it will compare favorably with any other amateur orchestra.

President E. C. Miller, of the International Association, was unable to express his thanks for the beautiful chest of silver that was presented to him at the banquet, until he was assured that the silver was for his good wife, who had allowed him to give so much of his time to the association's affairs that he should have spent with his family.

## THE FEDERAL GOVERNMENT'S ATTITUDE TOWARD EMPLOYERS' ASSOCIATIONS.

RV OUR REPRESENTATIVE



HE address of Edward N. Hurley, vicechairman of the Federal Trade Commission, read before the recent convention of The International Association of Manufacturing Photoengravers at Philadelphia, is of paramount importance just now, as it puts the Government's approval on the accomplishment of the engravers' associa-

tion and is an encouragement to similar bodies in the allied printing-trades to learn their costs and standardize their charges. There is space for only a portion of the address here, which, it is needless to say, was received with enthusiastic applause by the engravers:

"Gentlemen and Guests of the International Association of Manufacturing Photoengravers: It is an honor to be invited to address your association, for it is among the oldest and most progressive associations of manufacturers, having been organized as early as 1897 as a national association and later becoming an international organization. The annual pay-roll of your industry runs well over \$5,000,000, and its annual products are valued in excess of \$15,000,000. It is one of the important industries of the country.

"We are talking a great deal these days about mobilizing our industries and coöperating for industrial preparedness. We have been floundering about for many years with no definite plan. Unfortunately, our business men and our Government have been losing valuable time during the past fifteen years in trying to settle our economic and business problems, not by coöperation, not by any scientific method which will bring about results beneficial to our people as a whole, but by resorting to the courts. I know business has been sick, and business has undoubtedly been in a large measure to blame for its illness, but we are trying to prescribe a remedy that will give practical and permanent relief.

## Present Attitude of Department of Justice.

"Last autumn the Attorney-General of the United States issued a statement defining the attitude of the Government in anti-trust cases, which has been reassuring to business men and dispelled some uncertainty which had been said to exist. He stated that no court proceeding is ever instituted by the Department of Justice until after a most exhaustive investigation, in the course of which the parties complained against are given full opportunity to be heard. He stated further, in substance, that in admittedly doubtful cases, where the parties acted in good faith, no criminal action at all would be brought, and that even no civil proceedings would be started without first giving the parties an opportunity to abandon the course of conduct, regarded by the Department as illegal.

"The activities of trade associations like yours and similar business organizations are manifold, and the business done by their members runs into the billions. These groups of associated business men are putting forth special efforts to improve systems of cost-accounting, bettering their processes of manufacture, standardizing their output, obtaining credit information, and endeavoring to advance the welfare of their employees, and are bound, therefore, to be most important factors in our country's development in the course of a few years.

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"Special commendation should be given to associations, such as yours, that are endeavoring to build up industry in these constructive ways. Neither the individual manufacturer nor the Government alone can work out the many serious economic and business problems involved so success-



Edward N. Hurley,
Vice-Chairman, Federal Trade Commission.

fully as can a group of associated producers laboring together in coöperation.

"There should be a greater degree of organization and of mutual helpfulness in all lines of trade and industry, so that American business may be welded into a commercial and industrial whole; the part of the Government being to coöperate with business men, on request, to bring about the results that will benefit business and hence promote our national welfare so that our industries may compete in price and quality in the markets of the world.

## President Wilson's Views.

"The President's views on trade associations may be of particular interest to you. In a letter addressed to me, he said, in part:

"'Your suggestion that trade associations, associations of retail and wholesale merchants, commercial clubs, boards of trade, manufacturers' associations, credit associations and other similar organizations should be encouraged in every feasible way by the Government seems to me to be a wise one. To furnish them with data and comprehensive information in order that they may more easily accomplish what they are organized for is a proper and useful government function. These associations, when organized for the purpose of improving conditions in their particular

industry, such as unifying cost-accounting and bookkeeping methods, should meet with the approval of every man interested in the business progress of the country.

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"'I am very anxious to see you continue to coöperate with the business men of the country along the lines upon which you are working.'

## Bettering Conditions of Labor.

"The question of giving to our workmen continuous employment so that they may average longer periods of prosperity can be solved, and other plans for their welfare can be worked out, through trade associations. As we have grown in manufacturing capacity we have come to realize that our employees are one of the most important parts of a successful establishment; that management is successful which is not only efficient in working out economies in production, but which has also the real interests of its employees at heart.

## Cost-Accounting to Standardize Prices.

"I am particularly pleased that you are interested in cost-finding. The subject of more uniformity in the methods of cost-finding is at present receiving the careful attention of many manufacturers and trade associations, who are in this way achieving marked success in strengthening their industries. It is being demonstrated that a knowledge of cost, determined by a uniform practice, can improve trade conditions to a remarkable degree. By a uniform practice I mean a common classification of costs, both manufacturing and selling, a uniform method of providing for depreciation, with rates more or less standardized. Where this condition exists, production statistics which are comparable and which will inform and guide the whole industry are obtainable. Manufacturers can then talk the same language and will be in a position to profit by one another's experience, to conduct their plants more efficiently and to establish prices more intelligently.

## The Trouble with the Square-Inch Price.

"The great trouble with most of our manufacturers and business men of the country to-day is that if they are manufacturing or selling six different products, they may be making a profit on three of them and on the other three be losing money. [This remark fits so well the case of the engravers, who have always been selling small engravings at a loss, that it brought rounds of applause.] Should a manufacturer sell part of his product at a profit and the other at a loss?

"Gentlemen, every article sold should share its percentage of overhead, executive, accounting and selling expense. It is the only safe way to conduct a business. To claim that your overhead is reduced because you are handling a large volume is causing more trouble in this country than any other.

## The Government to Help Business.

"It is a fact well understood among business men that the general demoralization in a large number of industries has been caused by firms who cut prices, not knowing what their goods actually cost to manufacture; the cost of selling, also, which is equally important, is almost lost sight of. Are the officers of the companies and firms who are cutting prices right and left, irrespective of their costs, fair to their customers, stockholders or competitors?

"Government has complained about business. Business men have complained of the attitude of the Government toward business. Whatever justification there may have been in the past for such complaints, to-day there is a better understanding between Government and business. Since better business methods usually begin with better methods of cost-accounting, scientific cost-keeping becomes in a very definite sense the basis of our prosperity. The Government, through the Federal Trade Commission, by recommending the subject of cost-finding to the business men of the country and offering to aid in the actual development of cost systems, is endeavoring to do a piece of constructive work which is of greatest importance. The problems of credit and finance, of foreign trade and unfair methods of competition, and of labor and capital, will all begin to solve themselves once the subject of costs receives on every hand the attention it rightfully deserves. For ignorant competition is most dangerous to the success and development of our country."

## THE NAME MARGARET.

[To Margaret Thompson, on her birthday, May 23, 1916.]

BY N. J. WERNER.

Methinks, my friend, you're much in debt To those who named you Margaret. A noble name, though old and staid, It graces well a charming maid. The wise ones say your name means pearl; It well befits so fine a girl, For as a jewel loved you are By many friends both near and far.

One day, in era far remote,
A Persian scribe a legend wrote;
E'en then it was a tale quite old,
Which parents to their children told.
The oysters of the sea, they said,
In worship of the moon were led
To rise and float upon the wave—
With open shells they rev'rence gave.

Her faithful devotees to thank,
The moon within each shell then sank
A drop of dew, congealed to ape
In tiny mass her splend'rous shape.
These crystal dewdrops (pleasing sight)
Were called "the children of the light"—
Murwari was the Persian name,
Which word had meaning quite the same.

When Greece from Persia took the name It Margerites next became, And further changes which it met Gave us the English Margaret. A host of ladies crowned by fame And honored maids have borne the name, Renowned in history and song; And proudly may you join their throng.

Besides the Margarets who reigned As queens and great distinction gained In England, Scotland, Holland, France, And other European lands, We find some other Margarets Who soon became the public's pets Through playing well upon the stage Or pleasing well as writers sage.

Though oft disguised as Marge and Meg, As Maggy, Margot, Peggy, Peg, As Maise, Marjorie and May, And often spelled in crazy way; As Greta, Daisy be it found, As Meta, Reta carried 'round, And oft as Margy, Gritty known, Your name will ever hold its own.

In French they call you Marguerite,
A fitting name for maiden sweet;
While Gretchen, German name for girls,
Will serve as well for modest pearls.
Though friends from these (mayhap to tease)
Will choose a mode which may not please,
I must repeat, you're much in debt
To those who named you Margaret.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

## Copying-Ink Stains Roller Composition.

(1799) A Long Island pressman writes: "Being a new subscriber, I may have missed some needed information. As I am working in a place where there is only one press—a Colt's Armory—I can not ask any one else. I am having trouble getting copying-ink off the composition rollers. Would you kindly inform me if anything will take it off quicker than water? A speedy reply will be greatly appreciated, as I have a large run to get off."

Answer.— The anilin stain will do no harm where black ink is used. When you are through with the copying-ink form and are to follow with black ink, sheet off as much ink as you can and wash the iron rollers with water, then run on some soft, black ink. When well distributed, wash off rollers with the usual cleaner — not water — and then you may apply your black or dark color. Usually a pressman has two sets of rollers — one set is used exclusively for black or copying inks, while the other set is kept for colored inks.

## Dirt in Ink or Stock Causes Imperfect Print.

(1804) Submits two half-tone prints showing white specks in middle tones, also some white spots with dot in center. The printer writes: "Enclosed find sample of printing done on our 14 by 22 press. You will notice the white spots on the work, caused by pulling up of the surface of the stock, we suppose. We have tried a number of different kinds of ink driers and ink reducers, but none of them seem to help. Will you kindly tell us what our difficulty is and how it may be overcome?"

Answer.— We believe the cause of the trouble is due to particles of baryta or other substances on the surface of the stock. Jog the stock loosely to eliminate the adhering particles that affix themselves to the plate during the printing operation. Take a fresh can of ink and, after the press and form are fully washed up, try again and have the feeder observe the surface of each sheet for loose, fluffy material. We believe that when the stock is relieved of these particles you will have no further trouble.

## Printing on Rubber Tubing.

(1801) Submits several pieces of rubber tubing on which it is desired to print a series of numbers in black or dark-colored ink. Accompanying are several rings of rubber on which the numbers are printed. These numbers are firmly stamped in the rubber, showing the use of penetrable ink. The writer states: "Enclosed are samples of rubber tubing, which I desire to print on a Colt's press. These are to be cut into rings after printing. This work has been done in Europe previously. The imported rings hold their numbers very well. Please let us know what ink will hold as well as the sample shown."

Answer.— After several experiments were made, we found that a black copying-ink applied from rubber num-

bers will affix the color very satisfactorily on the tubing. Also a stiff proving-ink appears to answer equally as well. When the ink is applied from metal type it does not cover so well as from the rubber figures, so we would recommend the use of the rubber characters in preference to the metal type. In using the copying-ink avoid glycerin, if possible. If a stiff job-black ink is used, reduce with turpentine if necessary. Owing to the tendency to slur while printing, you probably will need to use two grippers with twine stretched tightly in order to press the rubber flat during the printing operation.

## Printing from Engraved Plates.

(1805) "Please give us some information concerning how to print cards from engraved copper plates. Customers bring their old card plates to us to have cards printed from them and we have to send the plates to Baltimore or Philadelphia to have it done, which takes a week or so. We would like to do this work ourselves, if possible. We would appreciate it if you would tell us where we may get some literature on the subject that would show us how it is done and what apparatus is necessary, etc."

Answer.— Engraved copper plates can not be printed by a typographic printer on any of his presses. You will require a plate-printers' press or an automatic die-stamping press such as is made by several of our advertisers. The manufacturer of either style press will furnish sufficient instruction to enable you to take care of your customers. The book, entitled "Commercial Engraving," by C. W. Hackleman, gives a great amount of information regarding this work and will be found of great value by any one doing copperplate printing. Two chapters of this book, dealing directly with copperplate work, have been published in pamphlet form under the title, "Copper Plate, Steel Die and Plate Engraving, Printing and Embossing," which is being sold for 50 cents, postage 5 cents extra. Both books are for sale by The Inland Printer Company.

## Irregular Speed Affects Register.

(1803) Submits two sheets of enamel cover-stock printed two-up, in three colors. Aside from the irregular register, the printing is faultless. The writer's inquiry is as follows: "Under separate cover I am sending you two sheets of a cover job which we printed a few days ago on a ——— press. I mixed the colors myself, except the blue, and this was furnished by the house. Everything worked well until we put the last color—the blue—on the press. We found that some of the sheets would not register as they should. I examined the drop guides, gripper movement, etc., and found everything all right; but while the press was running on the blue the power was very irregular and the press would slow down for about twenty-five sheets and then go back to the regular speed again, and sometimes it would run a little faster than the

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regular speed for about twenty-five sheets. I reported this matter to the office; told them we would have trouble with all our registerwork if we did not get steady power, and I was informed that this was all 'moonshine' about the change of speed affecting registerwork. Several men in our shop are anxious to know your opinion of the job, and also the importance of steady power for register printing."

Answer.— We are inclined to believe that on some presses, even when using the "grasshopper," the register will be irregular if the speed varies faster or slower, just as shown in your sheet. Usually on registerwork the feeder is instructed to trip the cylinder on starting the press and not to feed sheets down until full speed is attained. This

ning, but I make it a rule never to let a feeder come near the rollers with gasoline. The present high price of gasoline should soon convince the boss that he must look for a cheaper detergent. The use of kerosene does not necessarily mean loss of time, as I can 'wash up' a forty-eight-inch press, consisting of nine composition rollers and fountain, in twenty minutes, using three rags, and have the press clean. As every pressman and feeder knows, kerosene will last longer than an equivalent amount of gasoline. I have probably been favored with excellent weather conditions, but then I have obtained the same results in Chicago. In winter it is inexcusable on the part of the boss to let his pressroom get cold over night and over



STRAIGHT-SIGHT FEED.

Photograph by R. R. Sallows, Goderich, Canada.

is to take up the lost motion possible in bed and cylinder. You will ask, perhaps, How can this occur with the segment and rack on the press? This is how you can prove it: When you have a form made ready and the drawsheet is reeled up tight, start the press very slowly and allow it to print on the drawsheet on the first revolution, then trip the cylinder, and when the press has attained full speed, pull another impression. These impressions, taken under the foregoing conditions, will rarely register.

## Keeping Rollers in Good Condition.

(1802) F. Povelite, who supervises the presswork of the Journal of the United States Artillery, Fort Monroe, Virginia, writes: "In the June edition of The Inland Printer I took particular notice of an article referring to the trouble some pressmen seem to have in keeping rollers tacky and 'alive.' While perusing this article the thought struck me, how little trouble I have had with composition rollers. Several years ago I read an article in The Inland Printer, advising the use of kerosene when 'washing up,' and I have always had good results, the rollers being almost as tacky at the end of the season as at the beginning. Whenever I have black on the press, or an ink that is not a fast drier, I usually run kerosene on the press, let it distribute thoroughly and 'wash up' with kerosene in the morning. Have obtained the same results by washing up in the eve-

Sunday and expect the pressman, thus handicapped, to do good presswork, or any kind of printing, as I have never seen frozen rollers become 'alive' again. Simply because it is possible to get away with 'bum' printing is no reason why it should not be improved upon. 'Trifles make perfection, and perfection is no trifle.' For the cleaning of forms I would recommend the use of the best grade of gasoline obtainable, as it will pay for itself. It is surprising to note how much time is wasted waiting for a form to dry that has been scrubbed with cheap gasoline during the run, and the number of sheets thrown away for the first few impressions because the form was greasy. Under separate cover I am sending you latest edition of the Journal of the United States Artillery."

Comment.— The Journal of the United States Artillery is a magazine, 6¼ by 9% inches, having approximately 250 pages. It is illustrated with line and half-tone plates, and carries about twenty-four pages of advertisements. It is printed on Cameo Ivory-white stock from monotype. A special flat-toned black ink is used, which gives the solid plates a flat finish. Mechanical overlays are used. The cover is printed in red and black, and is embossed by the use of Stewart's embossing-board. The various solid lines and half-tone plates are printed in the best manner. The letterpress, both of the text and full page tables, could not be improved. In fact, we are unable to find any point

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to suggest a change. The magazine is among the best printed that reaches us. It is published bi-monthly by the Coast Artillery School, Capt. C. L. Seaman in charge. Nine enlisted men form the composing-room and pressroom staff, each man being a non-commissioned officer. Practically all of the men learned their respective trades before enlisting in government service. The presswork and composition would be a credit to any printing-office.

## Advertising Slides for Picture Shows.

(1793) A country printer asks how advertising slides could be made so as to accommodate some local advertisers. The information we conveyed to him has enabled him to supply a number of advertisers with slides for the local picture-house. Now he desires to know if he can produce the portraits of the various candidates for local office by the same means.

Answer .- Advertising slides without portraits may be printed on sheet gelatin and colored with anilin or Assur colors. Where a portrait or other photographic view is desired it can be made by the printer, but probably at a greater expense than he can procure it from an advertisingslide house. If the printer has a camera he can secure a portrait, then make a positive on a film. This may be cut out and combined with a printed sheet of gelatin. These may be arranged between two pieces of clear glass, 31/4 by 41/4 inches in size. A mask of black paper with an aperture of 2% by 2% inches may be used around the design. The glass may be bound around the edges with ordinary gummed paper. The kind used in passepartout work is better and more convenient to apply. Where white letters are desired for greater contrast, they may be obtained by photographing a lettered design made with Chinese white on black paper or cardboard and making a positive from the negative. Use 31/4 by 41/4 inch plates. Our advice to the negative. Use 31/4 by 41/4 inch plates.

## Make-Ready for Vignette Half-Tone Plates.

(1800) Submits two cards showing a vignette half-tone plate, with and without make-ready. The one marked made ready shows that the figures in the plate would stand more impression, while the high-light parts could be printed with much less impression. The correspondent states that on his press the impression is very unsteady on light forms, causing slurring. To remedy the defect he provided bearers and has them impinge heavily on the platen, and by cutting out and otherwise reducing the amount of tympan he has totally prevented slurring. Some samples of work printed on bond-paper are enclosed, with a question as to the nature of ink required.

Answer.—There are two points in regard to the vignette plate on the card that would tend toward improving its appearance: The adding of two patches of French folio or onion-skin folio to the figures in the plate would bring them up stronger and, at the same time, would tend to lighten the impression on the surrounding high lights. In combination with the foregoing, a trifle less ink would give cleaner printing in the middle tones. In a plate having but three or four well-defined tones it is quite an easy matter to make a hand-cut overlay. Pull four proofs on French folio or onion-skin folio. Select the solids, cut out and attach in register to one of the impressions. On the next sheet cut out the solids and the next darker shadows and attach in register on the sheet referred to. On the next sheet combine the solids, shadows and lighter tones and attach to first sheet, then trim or tear edges of sheet, removing the finer tones. This may be insufficient; possibly one or two tissues may yet be required to intensify the figures in

the plate and to further soften the edges that are to fade or blend with the stock. Where the vignette plate is surrounded by type or rule, it is advisable to reduce its height about the thickness of a thin card, possibly .005 inch. This lessens the roller pressure on the edges and will cause them to print more clearly. Your method of preventing slurring is proper where a press is unsteady when taking impression, but it would not prevent slurring where flimsy stock or exposed rules were at fault. In such a case it may be necessary to employ twine and corks to press the stock firmly to the tympan. The bearers also serve another good purpose - they cause the rollers to rotate, which is very important in a good grade of work. In printing on bond-paper use the stiffest ink, with hard, smooth rollers. The impression must be firm and can best be applied with a hard tympan. Some pressmen use a metal sheet just under the top sheet. With an unyielding, hard sheet the make-ready will give better results and a sharper print is obtained.



"AMERICA FIRST."

Master John F. Hursh, two-year-old son of Zeno L. Hursh, linotype operator on *The Evening Telegram*, Youngstown, Ohio.

## "THE INLAND PRINTER" COVER.

The cover of this issue of THE INLAND PRINTER is another specimen of the striking color effects possible by the offset process. The design — reproduced from the original painting, done in Japanese water-colors, by Carl Scheffler, Palette & Chisel Club, Chicago — brings forcefully to our minds the advantages that have accrued to the human race since printing has made possible the multiplication of the written word. The translation of the lettering on the scroll is: "The advice which their friends hesitate to give to kings is written in books." Mr. Scheffler states that the idea for the design was inspired largely through the present conflict, in which such a large portion of the world is engaged while other portions stand on the brink.

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BY J. C. MORRISON.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

## Regarding "What the Traffic Will Stand."

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J. B. Cameron, 904 Royal street, New Orleans, Louisiana, contributes the following discussion on the leading article in this department last month:

I have just read Mr. Morrison's article, "Why Not More Uniform Rates?" How there can be any reduction for anything of more than 100 per cent my arithmetic does not tell. Probably Mr. Morrison and others know what "160 per cent below" the standard means. An article bought for \$1 and sold for 25 cents may entail a loss of either 75 per cent or 300 per cent, perhaps, just as a fellow feels about it. I know many write it in the latter way.

But to come down to the newspaper advertising rates. There are several points which seem to have been overlooked by Mr. Morrison. One is, the price of the paper. People who pay a big subscription price are more likely to have more money to spend with advertisers. Then, in some times and places, the published rate is printed only to get a price for legal notices, which pay many times the mercantile rate. And, no doubt, there are many good reasons for apparent disparity in both published and actual rates in several newspapers.

In my experience I have collected three times the rate for an advertisement that I got for another in the same paper, while neither paid as much as the published scale.

Under our present system of rates for space without reference to character of business advertising, the great majority of advertlers look money by advertising. I consider it just as logical to classify advertising business as transportation business. There would be just as much logic in paying the same freight for fertilizer and notions as in paying the same advertising rate by an advertiser carrying a \$200,000 stock. I remember when the New York Sun was 50,000 the rate was 50 cents a line, and that was supposed to be a fair rate; but rates now come down as low as one-fifth cent for general advertising. Now, if one-fifth cent per line, agate, is all that advertising is worth, and if an advertisement is worth as much to one advertiser as another, then no advertisement in papers of less than 1,000 circulation—a majority of papers—is worth the cost of composition, which is over 1 cent.

The fact that advertising is frequently profitable in papers of small circulation proves that there is reason for classification and varying

The percentage problem which Mr. Cameron presents is easy. An article bought for \$1 and sold for 25 cents is sold at a loss of 75 per cent, but the selling price is 300 per cent below the price at which it was bought. In the one case the buying, and in the other case the selling, price is the base. In the article last month it was necessary to use the expression "160 per cent below" in order not to change base while making comparisons.

If by saying that "the price of the paper" should influence advertising rates, Mr. Cameron means that the paper able to command a better subscription price should have a higher advertising rate, I assuredly agree with him. Advertising is much more than just so much space sold, and one of the problems to be solved is the logical classification of newspapers, especially as regards foreign business, perhaps on some such basis as this:

Class 1.— Those papers which occupy a field alone, or have unquestioned leadership in a field.

Class 2.— Those papers perhaps intrinsically as good as Class 1, but dividing the field with a competitor of approximately equal strength.

Class 3.—Papers in a small field, or weak papers in a large field, and papers using an advertising ready-print service.

Besides the size of the circulation, the size of the field, several other factors suggest themselves, such as the character of the news service and the amount of the subscription. The subject is too large to be discussed exhaustively at this time, but the solution of the question of adequate rates could be materially hastened by a fuller recognition of the differences between newspapers, and a definition of the factors which should govern in making a classification. In this department last month I sought to show that there is an altogether unwarranted diversity of rates among papers of the same class, but in due time I hope to discuss this question of classification more fully. The National Editorial Association has recognized the desirability of defining the bases for such classification, and has appointed a committee to study the problems this year.

Mr. Cameron's suggestion that "the published rate is printed only to get a price for legal notices" reminds me of my experience at an editorial meeting where I was conducting a study of the cost of producing advertising, and was quite taken aback by an old publisher, who stated that he always figured that advertising cost 25 cents an inch and got that price. My appreciation of him as an ally fell, however, when I learned that he referred to legal advertising, the cost of which exceeds 25 cents an inch, and the average rate for which is from two to four times that. As I have stated before, it is a great mistake for a publisher of a weekly or small daily to confuse the rate for mercantile and legal advertising. In the latter case, the service which he performs is much different from that in the former case, and his compensation partakes of the nature of a fee, the same as that of any other person performing a certain duty for a court. The average country publisher should collect the full "legal rate" for legal advertisements, and the legal rate-card should be entirely different from the mercantile rate-card. In large cities there are a certain number of weekly periodicals that make a specialty of the publication of legal notices. I know of no reason why they should perform this service at less than the established fee, but because they do so is no reason why the 16,000 or more small-town papers should even consider it.

Again, Mr. Cameron says "there are many good reasons for apparent disparity in both published and actual rates." Nothing is more disastrous than apparent disparity either in or between actual and published rates, which-

ever Mr. Cameron means. There may be a difference in rates on a paper, because a sliding scale based upon costs and recognized principles of salesmanship may be used, but a logical difference in rates is not a disparity. A disparity between the actual and the published rate, however, is a sin, and it can not be said too often that one of the big handicaps under which the country press labors to-day in commanding the attention of national advertisers is the fear of disparity between the actual and the published rate. The integrity of the published rate-card should be maintained absolutely unassailable, whatever the temptation may be.

Mr. Cameron's dictum that the great majority of advertisers lose money by advertising because of the present system of rates without reference to the character of the business is entirely wrong. The amount of money lost in advertising would, in the aggregate, amount to a vast sum, and it is our business as sellers of advertising to study to eliminate that loss; but the loss, first of all, is due to the lack of intelligent buying of space, and the failure to use the space intelligently when bought. The argument that advertising rates should be varied according to the character of the business because transportation rates vary with the character of the commodity handled is as fallacious as any other argument based on analogy. Railroads are common carriers, and must not only transport goods but must insure their safe delivery, and if the goods be lost or damaged must make good to the owner. A large element in a transportation rate, therefore, is not only the carrying cost, but also the insurance cost. Another element is the effect of the rate upon the marketing of a certain commodity, and out of this has arisen the whole system of building rates according to "what the traffic will bear." Considering the difficulties which the railroads have had of late years in justifying their rates to the public, I don't believe that our friends in the railroad service would ever advise us to permit our rates to become involved with the question of "what the traffic will bear."

As far back as the writer can recollect, the patent-medicine advertisers have overworked the argument that they could not afford to pay rates which even then were scandalously low, but it is noticeable that now, when so many papers refuse to take patent-medicine advertising at any price, they are willing to bid high in order to get in. In ninety-nine cases out of a hundred, when a person argues that he can not afford to pay an advertising rate which yields only a modest profit over the cost of production, he should be reminded that only the railroads give a preferential rate on "fertilizer" and be referred to them. The man with the \$200 stock can get eminently satisfactory returns from his advertising as well as the man with the \$200,000 stock, if he will use his space intelligently.

I am speaking of the question from the viewpoint of the publisher of the small paper. The publisher of the metropolitan paper has other conditions to meet than we have, and we can not adopt his ways except after careful study. The metropolitan papers give some heed to the character of the business in their display rates, and more in their classified rates, but the variation is slight as compared with the variations in railroad rates and are based not so much on "what the traffic will bear" as the influence of the rate on subscriptions or paper sales. The lowest rate in a card which I have before me is 20 cents for "Situations Wanted," and the next is 25 cents for "Help Wanted," while "Real Estate" pays 35, "Railroads" 45, and "Business Notices" 50 cents. The effect which a favorable rate for certain kinds of classified advertising will have upon

subscription sales is obvious. Now, there may be country publishers who could profitably adopt this idea, but such cases are exceptional, and the better policy for the general run of country publishers is to stay away from discriminating rates of this kind, which are sure to lead to charges of favoritism.

#### Send It Back for Revision.

A publisher who has built up a "happy-go-lucky country sheet" so that it now has a growing circulation of around 2,000 subscribers, wrote to me recently for advice on a rate-card, and among other questions asked, "Can a paper like ours get the same rate from foreign advertisers that it gets from local? When an agency sends me a contract for 1,000 inches at 10 cents, less 25 per cent commission on composition, and demands the cream of position, what is a fellow to do?"

I believe in a sliding rate-card for local advertisers. I also believe in a sliding rate-card for foreign advertising, but the agencies prefer the more simple flat rate, and the practice has now become so thoroughly established that it is better not to disturb it. The better plan is to adopt the flat rate for foreign advertisers, taking care only to make

it high enough to be compensatory.

The best and really the only thing to do with an offer from an agency for "a contract for 1,000 inches at 10 cents, less 25 per cent" is to thank them for it and send it back for revision. There has been a good deal of needless misunderstanding between the publishers and the agencies because the agencies have apparently striven so hard to beat down the publishers' rates. The fact is that the agencies will pay any reasonable rate so long as they are assured that the rate is the lowest one given to any foreign advertiser. The agencies must protect themselves. They have competition to meet just the same as the rest of us have, and if an advertiser finds that one agency gets lower rates than another does, then the business will go to the agency that is able to furnish the lower rates. If a publisher wishes to have his rate-card accepted by the agencies, all he has to do is to be absolutely loyal to it himself, and he will soon acquire a standing among the agencies and his difficulties will be over.

# Legal Measurements in Iowa.

An Iowa correspondent writes: "The Iowa statute on legal printing defines a legal square as ten lines of brevier, or its equivalent. Matter set in ten-point body with eightpoint face—how is this to be counted, as eight-point or ten-point?"

My answer is that ten lines of brevier is ten lines, whether it be solid, leaded or slugged, and this opinion is confirmed by G. L. Caswell, field secretary of the Iowa Press Association, who says that "some newspaper men do charge for the leads between the lines by measuring the columns as so many inches, still this is not right and they should not do it."

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He submits the following schedule, which should definitely clear up the question where the law reads as it does

The basis of legal measurement for newspapers is ten lines of brevier (8-point) or its equivalent. There are 195 ems in ten lines of eight-point.

Its equivalent in other type is as follows:
Six-point (195 ems) makes seven and one-half lines.
Seven-point (195 ems) makes eight and one-half lines.
Eight-point (195 ems) makes ten lines.
Nine-point makes eleven and five-sixths lines.

Ten-point makes thirteen lines.

Eleven-point makes fourteen lines. Twelve-point makes fifteen lines.

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Uniformity in practice among the several papers of a State is desirable. The schedule given above does not, of course, apply in those States where the unit of measurement is otherwise defined than it is in Iowa.

## A Notable Address on Subscription-Getting.

"Produce the newspaper the people want," and "get after the business in a progressive and energetic way," is the recipe for subscription-building given by George W. There are certain well-defined truths that can be deducted from my experience in obtaining circulation that perhaps may be of benefit to the novice, but they are doubtless familiar to the older and more experienced members of this association.

In building circulation — the bone and sinew of the publisher's revenue — two important elements are needed:

First: Produce the newspaper the people want. Some say, produce a "good" newspaper. I have no faith in the term "good" newspaper, because when I published what I called a "good" newspaper I could make no headway.



Some of the Visitors at the Convention of the National Editorial Association. Picture Taken in Front of the Building of the American Type Founders Company, Jersey City, New Jersey.

Wagenseller, editor and publisher of the Middleburgh (Pa.) Post, in the course of an address before the National Editorial Association on "How I Built Up and Maintained a Circulation of 5,000 in a County of 16,800 People, with Six Competitive Newspapers." Extracts from Mr. Wagenseller's address follow:

In July, 1907, with seven newspapers — all weeklies — published in Snyder County, with a population of only 17,000 people, the Middleburgh *Post*, in a town of 1,000 people, led with a circulation of 2,200 copies. I, as the publisher, felt that there were at least 800 more people who should subscribe for the *Post*, and while an effort was made to secure them by January, 1908, we did not reach the 3,000 mark until April, 1908. The next unit to fulfil our ambition was 1,000 more, and the 4,000 mark was reached about July, 1909. Then, Hebrew-like, we wanted another unit. We next explored territory adjoining our county and followed our friends to the distant States. We reached the 5,000 mark in autumn of 1910, and we are now publishing from 5,100 to 5,200 copies a week.

There is some virtue in calling any newspaper "good" that produces subscriptions and holds subscribers.

The strongest point I can make in producing a newspaper that the people want is to publish what we call "Country Correspondence," or letters from every locality where the *Post* circulates. People like to see their names in print. We publish from thirty to fifty letters every week, and in that way mention a great many names in the course of a year.

We encourage our readers to send us accounts of parties and to mention the names of all the guests. Our slogan is names, names — the more names the better.

This may not be a good newspaper, but results show that it constitutes the kind of a newspaper the people want and for which they are willing to part with their money.

No newspaper can long survive on pet theories, fanatic ideas, or a lazy, indolent staff. No business comes in such close contact with the pulse of the people as the country weekly, and while it is the business of the editor to lead his reader and direct his thoughts, upbuild humanity and

promote the welfare of the race, it is suicidal to attempt to educate his readers to absorb passages of Scripture when they prefer the local items of their town and county.

I hold that no newspaper publisher can permit the adoption of a policy in the selection of material for his columns that would deteriorate the high standard of journalism required by the highest standard of morals among the best of his readers, but he should seek out, select and concentrate such matter for his columns which his constituency requires. This makes friends for the newspaper and for the publisher. With this friendship comes also the financial support for which every publisher is looking and to which every publisher is justly entitled.

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a him is both posts of No. or	Or. Service Brigadian, 17 Magnetic	Loans shorth, Battley Freehard, Att	Char J. Newton and furtile and Moor, H. Nawman and Saturk, Sto.	the curtor. Mrs. Sank! Hurt. Seter day winning.	Mr. D. W. Sigels, of the place A business sension to Secrebary.
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in Forter	open Security, and having with Min-	Hat Masse Settler and Mrs. Et dan Masses of year Multiprocess of the Multiprocess of Sect Entry	gave I always, to specifing he re-	See School Error and two some	second days but would at the high street of the high street of the School, of High
mak of Fernand, Va. offer to	No and No Section Application of	in and famile	Surger and family. France Res-Streets and find soft and	My and Martin were entertained by Mr and Mrs. Such thrase States.	Men Date Wille ted Res. G.
and the father of S. F. for	oth Senter the amost in figure	Negly and write No. 0. North and only water States, marries of Chan P.	those these, chafter open fun- tured to regard to the batte of John	We E I though disabil on-	New Yorks, of National S. S. Sandarana at the former of the left came of the left came. He and Mrs. 2 W Laboret
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man to total for mile frame. Here	Water Street, and Mark spec State was of Street, What spec Sta- tes with No. and No. J. S. Sans.	After Mayor and No. web. Had Jon 14. 1915 and was barred. From: Low name. Now From: affected Ages?	Survey of St. Younger's factor Jacob	sen, of Translation are untilly the	the place direct at the home of
tern Mr. and Mrs. Engalters.	His Acut Shufts and her Har-	In 7 do, and a few flags.	Disperato No nor to 100. Est-	And Courtony Stumpt, Mar Japan	cong
to fir a puriter of pages, softered	with a bull of the sand from t	Min D. C. Harter thank and Man Con-	from Kontary, Saturder, Rad to swite	Novem Mr. Seath and Mr. Leethers, of Leathers, oxidat on Miss Alexanders,	Named disposes of five F. August the states, on company with 1
- right and is in a moved long.	Long met family. Money I've Spice.	the photo-or to vite other gard We. Pulls Republic who is	increase of the water being too high	Montel Satisfact Norman Miller, of	taling principely except fresh flavorilla finite Archert. He Au-
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as the firms accommand for	BENTER	Dan's how to she fuglished a non-sleep Re Hope hald the horse	And of tidens, Startle and Paper of E-andrie, natived to this place, or	No. Let Letterna, of Billions, Nor Newscott Letternat, of France	to the max confined to the asyltection municipal ago We Aurona
tellaries and Booking The month	from to Juney States and Arthrophers	and about the sales take it resped to	E-gangle nation to the place, or Transfer and spect the day at the home of S. E. Lands and with No. and No. Henry Broad and	that Force and Kon Johns Mayn- other of Sulfamourt spens Tuesday with it. S. Smith and Samily	f. B , Brahater, of the place,
	With a Agrica con employed at the Sector place on that last week.	to not all brand often garls of to face. Rose C F For Sprry Agreed	Transity and open the day in the hame of S. E. Landin and with. No and Mos. Recog Blanch and laughter, Have Ear Librarch, wife and Brighton and Ear Haffer, at at Member most Similes with the	with It. S. Smith and Senitr	fixed him to the account than
pound can of baking powder free	a feet door over to freezing Door	Service Actual Budge Rarent	Membry speak Similar with their trains fromto been. Bett. C. Straut.	BEAVER SPRINGS	Sature prisoners were contared.
artes for at the own first	Revisit Sealer has give to make	Severage Auture. Brachet Rargeri Ein Strock and S. A. Muste sen- empter baseting & V. S. Musteri face and alters when. Wednesday for your olf welfall basis and for	B. Suntag wheel Spring	Bire John Would to numbered at	hanned stream to return to Mr.
SEX.INSQROVE	Astronome No. 1 and 1 and 1		MATTER YOUR DOLLAR GIVES	Min. H. J. Mitchel was nathborned such the nick last week. Min. Milron Barrers of Skyan, O.	targets.
SEXUNGROUS  De approprie crys of Benjardenes const; will some fame of 1, 1918.  Les Vires fame of Historian construction of Historian histor	on Senior winer a particular	is though non-time with a nation to though August Services August Engles Sureni and S. A. Moreo Street and St. A. Moreo Street and St. A. Moreo Street and St. A. Moreo St. A.	PARTNESS. Esentuary, Source-	How Malrice Harmer, of Alberta, Cl., in realiting below in St. St. Com.	SHABOUN GAM
Cor Vivine Street, of Bloomburg.	A J their sed James Berte-	they need not be been been been been been been been	MCLURE	broket the feminal. Saturday even-	Fing the was absented by seek
Enr Anne Emble, etc. No. or	Once Service of Br Cross	400	Franc. Wagon. of Lewistown.	No. 12 W. Micror who was quite	arted banness or Stingspore, Mrs
der Burning in Deprinte	no his have included. He thinks to	KHAIL	2 M License, of Schregers, Street, Bridge	No. and Nov. Paper Garder etc.	Our hand west to Settingnose S
dend to talk the Fire Luthers	Mr. Some Proct. of House,	Time Gently post a vest at the name of his Justiller, Rive J. A.	L. S. Maria has been appointed.	cult for forests. He and Mrs. Robs.	ed many for the stateous purple.
Mrs. Theil tirous and ter still-	Martingo and family Saturday Mr.	He David Womer and Man Astu-	A C Renter original Prints from Makeura Circ. where he has	Mr and Mrs. Eng turn and son.	ing the road with routed stone I
Lime of the former's parents, Mr. S. Mrs. Adam Shemore	fruit left tere takets then pure ago and has not been to be been seed mine.	No. Smit and wide.		* Novike Rechest, of Johnstonn	the John Lakers those and or
No got Mrx. Gatel P. Good, of leastwood, woodspecial by the let	MIDDLECKER MAN.	Apple spart findley evening at the bone of the Lineary and femily.	tion on a facingsts  toning Rayle Erris, J. P. Fisher, J. S.  tioning Karles Degree and Harry Aline degree on thing on the P. R. R.  which the state of the state	for and falling. Walter and Streetier.	on that more held in flathery each, estimated a number of t
to secon Name Mary Polit, of State	No Charles Years' served through	Her Marian wife and non, clode seem Thursday and Frides at the	Allore depart working on the P. R. R.	Herm. of Magdisturg, unlied sie her	main of fac was to be had on
National of the State of State	Bost to Nr. and Hrs. Sherman	No Go, Ersen Rathfor and wife.	far d. A. Laidu, after spending a neet, at Frending, where to attend	Mr and Mrs. John No. Crark and Asserting. Now Kile, project from the	The meeting of the helf of
of the faster and more varing	Mrs. Julia Finter vannai Mrs. Frank	but fout upon Systes afternoon at the home of Nim. Again and Deter	Steme Standay average	Hie. Wer. Fuller and miles. Mrs.	tuck up the teat. We believe to
over field, by a noise 6-5 Mr.	Hen Address Pulsett aired on Min.	Nin Navy Lemmas and britter Clerc, Nav Earth Scott and britter or Fred, railed at Mrs. Rev. Nath	the Novi State trending High Street Street, American Springer, Spr	Maxinger, were the gunts of their parents of McClare.	more patient in the train and
to F P Manhort were to Alberto, Municipal to attended a threating of	Freek Folion Santay mening Most Bandle Fadler visited. Non- Behri Fadler, Sunday affermen.	on Fruit, relief at Mrs. Rev. Mott.	School Khoten Ageorgeum Bergelay promoting was well patrotional The re- ceight more \$27	mail seven, and soft are up a val-	The Many claritical science, gassed over the taken Wander of
House of the Blone of the Good about This Deciment or country	May Project Faller called on Plan to Folian Showing Storying	No. Sectoday afternoon.  No. and Mon Oliver Sagier. No. J. N. Koud. S. chicken Malter. No.	Atten Killedon, who is employed in the Holland Mill Septembert of the American State William September has	Mise Gertrude Price, of Steelasty,	Charlest, when highling street,
ren deut im Albentonn fannen.	Rische Fatte, Serielas and Sur-	Note - unlied at the bottle of Mrs. Laure	hear storying a reflect from work	Min. Ada S. Kampfor, of Seina-	ong near these sections under a si
der Dunch madden der Je dan	Mr and Mrs. Prop. Pater van.	Her John Lance and Suppliers	orpore.	prove was a more, visitor allered freezile or Degree Springs, and units	Anda A. Bloods, the chart
Contract No and No time I	Rese, further.	Continue. Myon Lands. Mr. and	Ere and Stre 5 L. Courtest and Walter and designer. Blocks, of	"No. the Sunger and dept-	Wolfall a prominent trackers may
raperer No and No David	bed at St. Paul - Latterpr - band.	North Elbery and Durotte agree	Street, but Mr. Warren Counters	of her move Mrs. Sin, Firster, Sal.	Kindrad in Ellino, Mr. June 15, her recenting their faces down them
manufacture and Monthless and Manufacture and Street Company of the Australia	Mrs. Siles P. Fielder with man of	dicwidth	proportiones for map fire Cope on the State for	other, Bits Visuantes is specified	to at home in their formulat to
N. H. Lack, during combane.	er base filler Mile proceed boths. Frokey evening	Speel Graphic, who its amplicant	call are meeting with abandon nar-	Vogagean, and other friends in he	The second product of the co-
#HPOLETER EX	Mr. Frank Einbar and sec. France while coming across the creek from	in the Kuttishing Back, spent one factor of forms	ALINE.	No. We. Designed House See	note when mean one of the
No Section Sold at the Fish Admit	olded and Finder fell one the water	Morey, of Kitcom, in colling, he	Mrs. Kirot Nectosper is center-	filter, attended the wedting at Rob-	unaded the over where of the
bet Andrews Property Ben der't at	militaries and an arrival sortical with	The 1 ft (back Spains held on the 1 ft (back) Spains overland one segment attended and well read	Street Bengle, of Louspell,	He and Hrs. Realest Markley and deapther, Was Line, and Hot Market	reparts whose hoter in in Williams receipt and
goer rather on Was, IS, Know on	FLORY VALLEY	one many affected and well read	Strayley Searce of Repor Hollow,	or Henry regard the frober's tooth or Henry was family as	When to Stature for expelle.  When coming the trolley brack
thong Wooding and family of	No and Roy Harris Mirror pass-	Ann J.An Benner and son, of	space a residuancing for many frames	Tragestown, once Nanday The finitives and cake walk held on Selector receives for the Federal Sec.	west side. Naviday excess as a module emend by a totaling party !
family over flatcher to thought of Mid-	To not Mrs. Class Proteon and believe more to Europey Stenday	eats for times Graynii and wife and make threats. Smaller to Streets	oranded the esteral ment of Fee-	day asked, the miles need of tent.	all steel rate and badly small
man, racted on his oncio. Est-	Nicoland Realing until he	of Euclidean, But service in the	Now Human hitter, of Stature, open a they best week, both her par-	Chair, was a splender excess. The se-	are unknown, mounted sware orp-
etach and femile Region has been thankening above on the property speed Sen- ern Sen. 2 Year and family on this not got despite, of	ire. Sander	laturity and Renday	con. Henry Money and wife	415	and was reduced in a happing Sathery The marking was taken beyond a parage for results.
les till, not and december, of	ber, Grace, were to Passing, Senso.	CHORPEMBENCE.	tons House Momes and unfor tons May Troumen jeft for therefore balanter where the unit	PARE GROVE	HOUSE MITTE
Similar Neager and Serah Mari-	Most Place Wooding was a cache-	Next Lines Knops called in Him. How. How. House, Spinished, Spinished	Spend a next contag frames.  Harvey Hantisthan, John Mergin and sale, managed to Deservable on	Annia Could ship the large	New D. N. Ager New & Steel
NEWTOWN	No and Min. Wes. Carrier and	or S Response of Nationale, vo.	fruity and valued at the time of	tions Februs was employed at Cri-	S I. Sure and family melone
see of our respir attended the	too and Mr. Harry Roods speed fine- tay at the Robes of W. R. Cormon.	No and Mrs. Honey Hamburks	Samuel, Wm. Finter Street attended	F is Marin moved but our milt from Orontal to Ris place, Micros.	Paint Eaten, of Chesteat &
ne at Cherent Seiseley night in	Mr and Mrs. Part Wooding and	rate Enthern	pe funcial of John Einberger of Ergelectrolle Wednesder 2 Frank Transmiss and friend, dis- ters Workers, of Philosoph, are ex-	Mrs. Namer Hand, of Sang Valley.	George Zarrett stede a builden
a tria Contest and Con	Saides with the framer's parents.	time of Mr. and Mrs. Number	test Markets, of Policipity, see ex-	Man Carrie Grand, of Branco	Recry Statemen, of near E.
of her mother and mater. Her !	Service	Elevel, Salavilas mening Me and Mrs. Yaprus Singaway and Salavila sensemings from the Town	Count's parents, C W Treatman and wife.	speed several dept soft for son. De- end seed family	D. Normen Age and Asset
in face States, sto is well	CROSSGROVE	D. W. Muyer and D. R. Minner, When	CHESTRUT RIDGE	Arthur, the little son of William Perig and mile had the modificant of	Line, draw to feliageure, Ber
Torring and notes, Manda	Efra Tinch, who had delettoria	are suptoma by the Bridge Co. Sur- tion, came form an account of the	No. D. A. Show and Damily attend-	He and Mrs. E. R. Graphill and	ing for the Stein Motor Co., Se
Function Strategies Sanday al	for m of Styles and parents do. of at the hutte of finites Wanter.	tigh water. His Charles Service and children.	of the trained at Winfald, Saturder, Mr. Nin. Trough and D. S. Happ.	Stock Whest Valley	No. Wir. Wooding upon The
proof parents, life out Hyp. D.	The mark rate of here in federing	tues of her broker, the and the	day efference.	spine were over fluides guests of	francis.
tay afternoon, and house for tell of	Corner Wanter and Study or	Mrs. W. H. Marchenbuch and chal-	Ruffair, spent Sunday with the Wm	Ear Habratury, of Present, and	cits, was the guest of We and We
the same to the method	te stumbel market as Leanstown,	home of Mrs. Mary Essential and	Mrs. 6. T. Cood, after spending a	the hour of S. H. Grayboll, Saturday,	Mr. ant Mrs. Flay Emproject of Sciangrees, and Mr. and
When a wagge velors to a span	Mrs. Janua Goss, of Beaver Springs, in company with her mother, Mrs. Se.	Mrs. L. C. Bartin and children. Stormer and Höldred, of near Bull.	Bro. Elmer Kingler and Prophen	Benney, who are ringleped may figure tone, speed once Banday 1974, these	Millard Handrops, of the place, turned to Lautebase, Kelly Pubit.
	A number of section of the plant	for spect funday of the house of her writer Mrs. L. E. Ulah shel family. Her Kailbettse Kersteiger of Mu-	of Penne Creek, called an Mrs. Levi-	Megen, Groups, Shaleshorper	engen and Hidlenbury Scharder
to care when so had every copt					-
Cord intention mad by held	ettended (Scidens's Day race offer	Ery Audientus Emeratige of Bia-			
fined prioritions must be bed reproducing the place that is a neck than	standed (Bridera's Day execution reach may beld in the Evappental charth at Michary, Sandry evening John Less and Egisty, Opto Was-	Fire Audientic Envisings of Mil- iorning who has been a patient at the Grant Housekal, Harrosburg for the past month, is apacifing a few date	or spending the structure of the par- cents, the and then A T Great the and then R E. Prysoli and	one Curbit Shoets, speed Sunday at- termon such the Graphic Seys.	hat a man down bloom but as friends by high self they come in
Card orbitation must be bell reconstructed the place that is if each filem.	A nather of people of the star- thander Children's Day symmetic which was brid in the Evalpeans thanh at Michen, banday evening John Lees and Emily, Chyls Wag- ers and range, of Berthers, and Jo- th Balon and family of Fage Var- vil Balon and family of Fage Var-	Ein Auditative Execution of Mil- orntony, who has been a patient at the State Hospital Barrisburg for the past smooth, is spending a few days with Him. Ein Shight of one facili- paid sex before entirousy limits.	Radiatori Brantis formance. St. Brenard Sand, of State College or spinding the resistion offic to per- ons, St. and Bits. A. Y. Gaud. St. and Bits. R. E. Trends and distince. States, Joseph and Fred. of Services Seates, Joseph and Fred. of Services Seates, Joseph and Fred. of	one Cirtis Shouts, apost Standay at- termon with the Genythil beyo.  —Life in Syll of expelenting For in- stance, that the temple often countries.	It has sound bits as Irail I but a man derer lisens but as freedy be has off they come to freeze.  The man tille is a derer to de-

Page from the Middleburgh (Pa.) Post, a weekly newspaper with a circulation of over 5,000 in a county of 16,800 people. The entire issue contains about three times the amount of country news letters here shown.

Having furnished his readers with the kind of a newspaper they want and, at the same time, having pursued a righteous position upon public questions affecting their material and moral welfare, the publisher has won more than half of the battle in securing circulation.

Second: Get after the business in a progressive and energetic way. The publisher who waits for something to "turn up" is always dependent upon chance and the uncertainty is just as likely to drop in the other fellow's lap.

The business that is worth having is worth going after, if it can be obtained in commercial quantities. Assuming that the publisher is producing a newspaper the people want, it is necessary to introduce the newspaper where it is not known. No matter how much you publish what the people want, business will come slowly unless you go after it in some way or another. There are three ways generally recognized as good business-producers: (a) sample copies; (b) circular letters; (c) personal solicitation.

To this some publishers might add "voting contests," but I can not recommend them for general use. There may be conditions where they can be profitably employed, but I have found them too expensive for the results obtained.

As for sample copies, circular letters and personal solicitation, I know that all three can be profitably employed, either separately or jointly. The cheapest way is to sample-copy liberally. The most effective way is by personal solicitation.

From 1907 to 1911, the period of the big increase, we employed a personal solicitor during the summer season making a house-to-house canvass of the entire territory. It was during this period that the circulation jumped from 2,200 to 5,000. Since that time we have done practically no personal work, but we have maintained the circulation by maintaining the high character of the newspaper product. A number of the competitive newspapers have changed hands and new owners have taken turns in bumping their heads against a stone wall in their vain effort to wrest from the Post some of those much-coveted "Over 5,000 Subscribers." Possession is nine points of the law. The reading public does not care for fleeting phantoms that come and go with the summer or the winter breezes. One competitor, baffled at every effort to break in on "our 5,000," actually undertook to donate yearly subscriptions by the hundreds, in the vain hope of gaining public favor. The movement cheapened the product and resulted disastrously to the promoter.

My advice to any publisher is to select a field where there are no newspapers, or where the newspapers are weak and not producing an up-to-date publication. An established, up-to-date newspaper that is giving the people what they want has erected a stone wall that can not be battered down by the use of a "wish-bone."

Unfortunately our county is small and the growth of business has necessitated the invasion of territory adjacent to our county, which means the gathering of news not only of our own county, but of the new localities as well.

The fact that we have gone outside of our county and by applying the principle of publishing what the people want and going after the business, and having succeeded in getting the business, is abundant proof that the two salient elements of building circulation here laid down are based upon a reliable and dependable foundation.

There are many supplemental details that had to be worked out and made to fit the requirements of this particular field, but local conditions generally differ so materially that we deem it inexpedient to burden this association with that part of the plan.

But the publisher who will produce the kind of a newspaper the people want and who goes after the business energetically, is erecting a firm foundation — nay, he is building a structure that will stand as long as his keen business judgment is able to discern the wants of his clientèle and his energy is diplomatically applied to the needs of the business office. Having adopted and perpetuated a policy like this you will have erected a barrier that will baffle rival competition, until the invader of your territory produces a better equipment, absorbs a keener insight into the needs of the community, and strikes a telling blow against your business structure with a more vigorous energy.

Find out the kind of news the people want and give it to them. This will successfully solve the circulation problem, not only for the weekly newspaper, but for every newspaper that is published. first the two

page

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## REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

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Semi-Weekly Republican, Scotts Bluff, Nebraska.—Your paper is admirably printed, well made up and the advertisements are effectively displayed. We admire especially the half-page Fourth of July advertisement on page two of the copy sent us.

B. O. BLIVEN, Los Angeles, California.— The Trojan is well printed, but the headings used are too large in proportion to the size of the page, and the two styles of head-letter do not harmonize, one being extracondensed and the other of regular proportions.

The Daily Register, Clarksdale, Mississippi.—Your paper is well printed, but not very well made up, the reading-matter being so arranged and the heads set in such a manner, and so placed, as to divide the page into inharmonious parts, whereby it is difficult to follow the stories from column to column. Spacing of lines and groups is not good in some of the advertisements.

The Inland Empire News, Hillyard, Washington.— The News is very well printed, but spacing between lines and around groups is very poor in some of the advertisements. The condensed head-letter used on the

J. A. Rose, Boone, Iowa.— The Boone County Democrat is not well printed. We believe the trouble is with the ink, it being too thin and poorly distributed, and, in addition, the impression is weak, and perhaps too soft. It could hardly be in the rollers at this time of year. In the advertisements a tendency toward crowding is apparent, too large sizes of type being used without a proportionate amount of white space. Plain rules would be preferable to the decorative borders around advertisements. The first pages are made up in rather a disorderly manner and we would suggest a symmetrical arrangement of headings.

Laurel Outlook. Laurel, Montana.—If the advertisements were set in a more attractive style of display type their appearance would be much improved, for they are well set. In some cases the text-matter is set in too large type, which weakens the force of the display because of a lack of contrast. In some cases, also, too many points are given prominence in display. It is not a good policy to give any advertiser center of the page position surrounded by reading-matter. Others might ask for it and thereby cause you embarrassment, or the loss of an advertiser. Of course, if you charge a price in proportion to the preferred position and are not particular about the make-up and appearance of your paper, it is all right. You are the doctor in that case.

Great Anniversary Sale	Buzzers Jal	ce & Bi	ll's First Gr	eat An	nual Buzzers	Great Anniversary Sal
Men's Suits	Storage route: We have constituted the constituted and a decision of the latest and a decision of the l				Opening	Men's Stylish Suit
O'lk gamers are made at the same and and are the same at the same	2c Day	beds /	nniversa	111600	Day 6c	O'CR was not rested and no the special follow was if it can be made to made in demandiary for some still written a visit made to made in demand for some still written a visit and the made in demand for some still written a visit and the made in demand for some still written a visit and the made is a second still and the sound of the sound in the sou
Segum Advances for any products the greatest see that you display	WANTED TO BE AND THE BUNEFA	Edd of -	< OF PR	~ (4.55)	NEN tera Bestieren, de nom a	Note These Prices
Note These	4с снабага		- Daile		sors 6c	Fires somer bireshales Aged Si Or ale Bord of the Bord
Prices	98c TN	innouncing Our F	irst Great Annual Annivers	ary Sale we do se	72c	ofer these out if exacts A C. V. S. L. You
See the broken gird describe, period on the see of the	10 fee	ling of pride in being	able to offer to the patrons of this	fast growing store me	erchandise 23c	4.45
Only 11.95	Lower District County No. (b)	or months past we have	re planned for this   Jake & H	lill have had one object	t from the 49c	Section For in FS 13
The security say, on pare, now a	39c great et	ent. Our buyer just returned he was fortunate in being able	ned from the eastern very beginning-	to give the shopping public many or all lines and under	all conditions. Telephone has been been been	General Strains of Control of Con
\$1 4 QE	79c	the Greatest Values Exer Offered I at a time when there is so much be	he Boong Public of Northern   the rapidly increasing b	business, and our success will be det force in this good. Aminerary second	membrated atom (	6.95
Only 14.95	10c	member, we do not make	a promise that we don't Our doors	will open in welcome to	ne such a defende	1/19/19/19
Put when the way with the point of the con-	And Street Street Bright Street	no will find honesty, pure a	STREET, STREET, STREET, Bellin.	of this event Anniversary Sal	decide the same way	Santahas Birdinas
16.48	Total Contract of the Section 1	y and or every make soming course i		only. It straights proportion been engaged, equivalent and afficient service.	MATE and Traces sale or Spirit	'8.95
0 - Only 1 0.—	6c Th	ursday Mor	ning, May 11th, t	he Selling B	egins 19c	O CHESTAIN
Great Anniversary Sale	11c Emilion	Sale W	ill Continue for Nine Days, Ending	g May 20th	Tex for to fine 79c	Great Anniversary Sal
Men's Latest Hats	19c Men's S	nirt   Anniversary Sale		New Style Shoes	Raincoats 39c	Boys' Latest Suit
\$1.19	Special Special Special Special	Men's & Boys'	The Anniversary Sale	e For Women and Girls	For Men 17c	THESE bargers all son's views
\$1.98	98c 49c	1 61 00	Mark Draw St. Stellar Artiferen Sale 89	c \$1.98	\$1.98	\$2.29
\$2.39	\$1.29	- 1	\$1.89	\$2.45	\$2.96 9c	\$3.75
89c	79c	\$3.50 \$4.98	\$2.29	\$2.95 \$3.50	\$3.59	\$5.49
STORE The Anniversary Sale	98c \$1.17	\$3.98	\$3.89	\$3.50	NAME AND DESCRIPTION OF THE PARTY OF THE PAR	The Anniversary Sale FREE
WILL BE MEN Caps BOYS	\$3.95	\$2.69	Everytning Follow th		Martin line \$100. But Researching 50 hors	BOYS Caps BOYS OPENING
W. Santo 39c	\$5.49	\$1.98	The restriction of the second		\$7.45 19c	See Con-Street 19c First See Con-Street 19c See Con
69c	Look For the		AKE & BII	WATERING FEDAR REPORTS	For the Big 39c	Sur Han-The -date 49c Sur Gets a St.
19c	No. to No. of the said Banner	CHARLES LIFT	AIL & DII	CHARLED CLID.	Banners	Son Han-St De spon . 89c or Change of Any Ha or the Annual Street Street . \$1.98

A strong, symmetrically arranged type-page advertisement by Ervin Baldwin, Charles City, Iowa. A continuous rule border would have been more pleasing than the broken rule arrangement.

first page is not pleasing and appears particularly objectionable because the more extended Cheltenham Bold is also used on the pages. The two types do not harmonize.

The Bemidji Sentinel, Bemidji, Minnesota.—Your paper is well printed and the first page is quite satisfactorily made up, but the inside pages are overcrowded with advertisements and present a congested, disagreeable appearance. The advertisements are nicely displayed for the most part, but such a variety of borders as used mar to a certain extent the appearance of the issue sent us.

The Boy's Lantern, Nashville, Tennessee.— There is a lack of unity in the cover of your Independence Day Number, due to the wide separation of the five parts. Designs should not be broken up into such a large number of groups, and on cover-designs a border is desirable to further bring about an effect of unity. The inside pages are nicely arranged and printed, but one style of heading should have been used throughout.

The Genoa Republican-Journal, Genoa, Illinois.—We admire your paper very much indeed; it appears ably edited, is well made up and printed, and the advertisements are very well composed. If you were able to use one series of display type throughout, a more harmonious paper would result. We would recommend that you discard the condensed gothic letter, especially for the composition of advertisements. It is best suited for the composition of headings, and is very weak in small sizes for display purposes, because of being so condensed.

Lawrence County Recorder, Louisa, Kentucky.—A trifle more ink and an additional sheet or two of impression would improve the presswork on your paper. We do not admire the extended antique head-letter used throughout the paper, especially in view of the fact that other headings are set in condensed type. Advertisements are very well set, but a uniform style of border around all of them would make the pages more harmonious and pleasing. Plain rule of four-point thickness makes the best border for average size advertisements, and for those who can see the advantage in uniformity we highly recommend them. If you could arrange with your ready-print house to have your standing advertisements run on the patent pages, the congestion would be relieved on other pages. Ready-print houses will do this.

ERVIN BALDWIN, Charles City, Iowa.—The first page of the Intelligencer is much improved in make-up since you discontinued the large, unattractive and unwieldy headings and substituted therefor more conservative headings. The paper is well printed, but the most attractive feature is the advertising composition. Strong display, simple arrangements, with a liberal amount of white space uniformly and intelligently distributed, cause them to stand out forcefully without being obtrusive, and they are eminently readable. One of these, a two-page spread for Jake & Bill, is reproduced, but would be improved if a continuous rule border had been used, for a spotty border made up of prominent, widely separated units has a tendency to distract the attention of the reader so that the message is not forcefully "put over"—or, in other words, the reader is not impressed as he should be.

Written for THE INLAND PRINTER

## THE MEN GUIDING THE INTERTYPE CORPORATION.

BY R. F. G.



HE history of the company building and placing on the market the intertype is an open book, and, from its organization as the International Typesetting Machine Company until its reorganization as the Intertype Corporation, is well known to our many readers. Not so well known, probably, in the printing field are the men

directly responsible for the reorganization and now at the head of the company, controlling its course for the future.



CAPT. CHARLES D. PALMER, President.



H. W. Cozzens, Assistant to President.

For this reason the following brief reviews of the careers of these men will undoubtedly be of interest to our readers.

The greatest credit for the successful reorganization of the company is probably due to the persistent efforts of the man who is now at its head, Capt. Charles D. Palmer. Mr. Palmer was born in Atwater, Ohio, in 1864. His boyhood, however, was spent in Council Bluffs, Iowa, where, at the age of fifteen years, he began his business career as collection clerk in one of the local banks. From this position he rapidly advanced through the various grades, until, at the age of nineteen years, he was made acting cashier. He was then appointed a cadet at West Point, leaving a business for a military career.

In 1901, at the expiration of the Spanish War, Captain Palmer left the army by resignation and joined the International Banking Corporation, where he was shortly appointed assistant to the president. For four years he was in charge of the corporation's interests in the Philippine Islands, returning from there in 1909 to resume his duties at the New York office.

In midsummer of 1914 Captain Palmer's attention was drawn to the International Typesetting Machine Company, in connection with advances that had been made by the International Banking Corporation, the Central Trust Company of Philadelphia, and two London banking-houses against collateral growing out of the operations of the typesetting-machine company.

On account of his knowledge of its affairs acquired in this connection, he was requested by Erskine Hewitt, when the latter was appointed receiver of that company in December, 1914, to become his associate in making the preparations necessary for a reorganization of the company's affairs.

On February 1, 1915, as a result of a further careful examination of the company's affairs, he made an exhaus-

tive report, which, as events turned out, proved the foundation upon which the plan of reorganization was finally placed and successfully consummated.

Meantime, Captain Palmer, at Mr. Hewitt's request, continued in direct charge and control of the company's active operations, with the result—to quote from a letter addressed by the latter to the reorganization managers on September 24—that the receiver "succeeded, with the working capital originally estimated as sufficient only for six weeks' operation, in carrying on the business until August 1, 1915—seven and a half months—during which period there were manufactured and sold over 150 machines, including many Models 'A' and Models 'B,' and large quantities of supplies and matrices."

Since that time it has been due to Mr. Palmer's ability as an organizer and financier that the necessary working capital has been secured and the company reorganized upon a sound basis. f c t a t t i r o f s

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Associated in the work as assistants to President Palmer are H. W. Cozzens and H. W. Miller. Mr. Cozzens is better known among the printing and allied industries, as therein he has gained practically his entire experience. For many years he was connected with the old Campbell Printing Press & Manufacturing Company in both the selling and advertising departments. During six years of this period he was manager of the company's Chicago office, handling the sale of Century presses and Autoplates. He left the company on the first of May, 1906, at the time it discontinued the building and sale of the Century presses. For a few weeks in the fall of 1906 he was manager of the New York branch of the United Printing Machinery Company, which position he resigned to become manager of the New York sales department of the Mergenthaler Linotype Company. For nine years he remained with that company, during the first four years also directing all the advertising. The summer of 1913 Mr. Cozzens spent in Europe with the English Linotype Company, comparing selling and advertising methods.

H. W. Miller was formerly in the office of the comptroller of the United States Steel Corporation, after which



H. W. MILLER, Assistant to President.



RICHARD H. SWARTWOUT, Chairman Executive Committee.

he spent eight years in Wall street, part of that time as cashier in the office of G. C. Miller & Co., the rest in business for himself as a broker. He joined the forces of the International Typesetting Machine Company in October. 1913.

Richard H. Swartwout, chairman of the Executive Committee, is a man of wide business experience, being connected in the capacity of director with the New York Railways, vice-president and director of the Norfolk

Southern Railroad, and also with several other large companies. He was director and prime mover of the organization of the Association of Partners of Stock Exchange Firms, and also a member of the committee readjusting the capitalization of the American Steel Foundries Company. He is now actively engaged in the readjustment of the capitalization of the Union Bag & Paper Company.

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Arthur F. J. Wheatley, secretary, was born in London, England, in December, 1864, and received his education in private schools. He came to America in 1887. In 1892 he entered the employ, as a clerk, of Mayer, Strause & Co., manufacturers of the C. B. corsets, remaining with this company for nineteen years, working his way up and filling all positions from junior to cashier, credit man and office manager. During this period he was twice elected to the Council of the Borough of Hawthorne, New Jersey, and there established an up-to-date Bureau of Vital Statistics. At the outbreak of the European War he was sent to the International Typesetting Machine Company, by institutions financially interested, to establish a system of records of the business. At the time of the appointment of the receiver he was employed by the receiver until the formation of the new corporation, and was then elected secretary.

H. R. Swartz, treasurer, also has had wide experience in the general field of business and is not lacking in knowledge of the printing field. From 1900 to 1905 he was secretary and treasurer of the Sprague Electric Company, manufacturers of motors and generators, which company does an extensive business with the printing and allied trades. From 1905 to 1910 he was president of the Inter-State Telephone Company, of Trenton, New Jersey, and subsequently was with several other companies in the capacities of president, vice-president and treasurer. Previous to his appointment as treasurer of the Intertype Corporation, he served for a year or more as treasurer of J. J. Little & Ives, printers and bookbinders, of New York.

Wilbur S. Scudder, factory superintendent, first became connected with the manufacture of linecasting machines

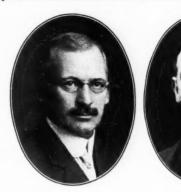


ARTHUR F. J. WHEATLEY, Secretary.

H. R. SWARTZ, Treasurer.

in 1887, as a toolmaker in the Mergenthaler shop in Baltimore. Shortly after the organization of the Mergenthaler factory in Brooklyn, Mr. Scudder became superintendent, remaining in charge until 1892, when he left to develop the monoline composing-machine. He remained in charge of the manufacture of the monoline in Montreal, Canada, for thirteen years. Mr. Scudder has taken out a large number of linecasting patents and is one of the best known experts in the business.

Benjamin F. Soper, superintendent of the matrix, spaceband, letter-drawing, punchcutting and printing departments, was a neighbor of Ottmar Mergenthaler and became associated with the famous inventor in the mechanical branches of the composing-machine business. The practical training Mr. Soper had acquired as a designer and toolmaker fitted him well for the duties of organizing and developing the necessary system and tools for the manufacture of matrices. After graduating from the Baltimore High School, Mr. Soper had immediately engaged in the practical construction of machine tools, including combina-



WILBUR S. SCUDDER, Factory Superintendent

BENJAMIN F. SOPER,
Superintendent Matrix Department.

tion dies, jigs and fixtures. His experience also covers the designing and construction of automatic machines, locomotives and marine engines. During the period from 1887 to 1908 Mr. Soper was superintendent of a typesettingmachine department, which included the work of designing type-faces for linotype machines, a department for cutting and finishing punches, and another for manufacturing and testing linotype matrices. In 1908 Mr. Soper assumed the duties of secretary and treasurer of the General Composing Machine Company, of New York, a branch of the General Composing Machine Company, of Berlin, Germany, and developed the matrix-making business up to the time the company disposed of its patents and business. On the organization of the International Typesetting Machine Company, Mr. Soper was invited to take the superintendency of the matrix, spaceband, letter-drawing, punchcutting and printing departments, and on the reorganization of the company as the Intertype Corporation he continued in charge of these departments.

# LOOK OUT FOR THIS MAN.

A communication has been received from the Ben Franklin Club of St. Louis to the effect that A. de Lorme, who has been operating in St. Louis getting out programs for picture and vaudeville houses, and also soliciting advertising for Jewish weekly publications, has skipped out after contracting printing and other debts, collecting money not belonging to him and obtaining goods under false pretenses. He is a man about fifty years of age, about five feet three inches tall, stout, weighing about 185 pounds, with fat, round face. He speaks with a German accent and lisps slightly; wears a blue suit and displays a Masonic button in the lapel of his coat. It is thought he will attempt the program game wherever he goes. Any one hearing anything of him is requested to advise E. R. Britt, in care of the Ben Franklin Club of St. Louis, 613 Third National Bank building, St. Louis, Missouri.



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A "MUST" TAKE. Drawn by John T. Nolf, Printer.



BY E. M. KEATING

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

## Trouble with Trimming-Knives.

An Indiana operator writes, in part, as follows: "On our Model 5, in changing from an eight to a ten point slug, the knife does not always trim accurately. The slug may measure correctly when on eight-point, but in changing to ten-point one end may be a thousandth of an inch lean. The cleaning of the knife-block does not affect matters. Please offer some suggestion toward correcting the trouble."

Answer.— The trouble may be due to the lack of tension of one of the knife springs (E-420). Possibly you have the earlier type of spring, which consisted of but one coil. In such a case order two springs, E-420, and replace the older type with them. When the knife-block is off, oil the under side of the right knife to reduce the friction, also oil the under side of the knife friction washers so that they will slide easier when the knife is moved outward by its springs when changing from a small to a thicker slug. This will perhaps remedy the trouble you were having.

# The Assembling-Elevator Binds.

An Indiana operator writes: "Can you please give me some reason why the guide rails of the assembling-elevator seem to bind the elevator when the screws holding the rails are tightened? I have had this trouble on several Model 5 linotypes, and always on machines that have been in use for five or ten years. It seems to me that, from wearing, it would be possible to keep the screws tightened all the time."

Answer.— By guide rails we presume you mean the elevator gibs, right and left hand (D-93 and D-94). If that is the case, the screws holding those parts should be tight at all times. Perhaps the binding is in some adjacent part. We would suggest that you remove the assembler and the delivery channel and then tighten the loose screws and try the assembling-elevator. If it moves freely, as it should, then replace either of the other parts and again try the elevator. Continue testing until you determine the exact place the binding occurs. The remedy probably will occur to you when you locate the cause precisely.

## Cleaning Linotype Metal.

A Missouri publisher writes: "Have recently purchased some new linotype metal and it has been used only a short time. What part of it comes to the top, and what would be necessary to mix with it to make the skimmings usable?"

Answer.— In melting linotype metal there will always be a scum forming on its surface. This thick, mushy mixture consists practically of oxid and metal in a metallic state. You can separate the oxid from the metallic part by placing a small piece of sheep's tallow in the pot, stirring the metal vigorously with a spoon until the bright metal

is replaced by a grayish dust. When separation is complete, carefully remove the oxid with a spoon and deposit it in a receptacle having tight joints, as it is poisonous. The cleaning of the metal need not be done more than once a week. Where a large melting-pot is used, the skimmings may be melted with the slugs and the metal may be cleaned in a similar manner. Use the lowest possible heat in this operation.

## Slugs Stick in Mold from Obscure Cause.

A printer writes: "I am enclosing two linotype slugs and I would like to have you examine them and let me know if you think there is anything seriously wrong with the metal. Our operator was having trouble with slugs sticking in the mold. He attributes the trouble to poor quality of the metal, and as we have so much metal, and keep constantly mixing it, I was of the opinion that the source of trouble was elsewhere."

Answer .- From the appearance of the slugs there is nothing to indicate metal trouble. We would ask you to make the following observations to determine, if possible, the cause of the trouble: (1) How long since a new plunger was installed? (2) How often is the plunger cleaned, and how is it done? (3) Have you a rotary wellbrush? (4) Does the operator keep the metal up to normal height, as he should? When the next stuck slug gives you trouble, examine the slugs that precede it in the stick. Examine the metal-pot and observe to what height the metal appears. The foregoing may help you to discover the cause, which does not appear from the explanation you offer, nor from the slugs you send. The only thing we note that is wrong with the slugs is that the left-hand knife fails to trim the overhang from the smooth side of slug near face. As we believe the fault does not lie in the metal. we will offer no suggestions to that end.

# Spacebands Transpose with Last Letter in Word.

An Eastern operator-machinist writes: "Have been a continuous reader of The Inland Printer for the past nine years, thereby gaining much valuable information. I am an operator-machinist working on a Model 1 machine and have had considerable trouble with the spaceband box. When I test the speed of the spaceband with the lowercase e the spaceband is always first to arrive in the assembler. This causes the last letter of each word to be cut off by the spaceband. While I have changed the adjustment to make the pawls come more than one-thirty-second of an inch below the spacebands, as they rest in the box, this seems to make no difference in the arrival of spaceband in assembling elevator. In order to bring the spacebands in time with the keyboard, I am compelled to raise the points of the spaceband-box pawls to about one-eighth of

an inch above the top of spacebands as they rest in box. This is not satisfactory, as they sometimes clog in channel. The rubber roll is not worn at this point and the cam has been exchanged with others, but to no avail. There is some slight play caused by the pin with which the spaceband rod is connected with the lever which controls the adjustment in arm on spaceband box. This lever was removed at one time and readjusted by a linotype machinist. The only part at fault, so far as I can find, is that this lever was not adjusted properly. When I adjust the stroke of the spaceband pawls so they are one-thirty-second of an inch below the top rails, the bands are released by the descent of the cam before it starts to turn on the rubber roll. I tested this by throwing the keyboard belt. The matrix cams will move a part of a revolution before the letter is released."

Answer .- The operator evidently has not examined the movement of the parts referred to, judging from the following: "When I adjust the stroke of the spaceband pawls, so they are one-thirty-second of an inch below the top rails, the bands are released by the descent of the cam, before it turns on the rubber roll." The following procedure may enable you to locate and remedy your trouble: (1) Remove the rolls and rub the surface of each with coarse sandpaper. Wash in cold water. Oil bearings and return to the cam frame. (2) Remove the e and spaceband cams. Sharpen the milled edge with a small three-cornered file. Oil bearing and return to the cam frames. (3) Remove keyboard belt. Touch the lower-case e and spaceband keys. Turn the back roll until the spaceband keyrod has reached full height. Examine and see if the e keyrod is not also at full height. If it is, the matrix should then be released before the spaceband keyrod is brought down by its spring by the further revolving of the cam. (4) Put on the belts and touch e and spaceband keys simultaneously. If you find that the spacebands reach the assembling elevator before the e matrices do, examine the position of the points of the chute spring. These points should be a trifle above horizontal position. Whenever a matrix is retarded by the chute spring and the spaceband reaches the assembling elevator ahead of the character, it can generally be assumed that the points of the chute spring are bent too low. Occasionally the cause of transposition of this kind will be found elsewhere, usually in the keyboard.

# Long Lines Justify Imperfectly.

An operator in central Iowa writes, in part, as follows: "In sending in long-measure lines I get hair-lines and frequently small squirts. An operator claims that the lock-up on the first justification is so tight that the spacebands can not spread the line. The justification springs appear to be as strong as those on his machine. In what manner would you suggest remedying this trouble? Am a little afraid of going ahead with it until I know just what the trouble is."

Answer.— It is possible that the trouble is due to friction of the long line moving in the elevator jaws, and to the ears of the matrix rubbing in the grooves of the mold-keeper. See that the mold-keeper is up full distance against base of mold. To determine the cause of imperfect justification proceed as follows: (1) Clean the spacebands carefully and graphite wedges properly. Set up a long line of cap. matrices, having about one spaceband for every three ems. Lock the spaceband shifter. Send in the line, and just as the second justification is complete push back the lever. Examine the amount of space between the lower end of back screw of elevator and the top of the vise cap. In this position there should be at least one-point space.

If there is less, make the necessary change of adjustment while the cams are in the position referred to. (2) When this is done allow line to cast and then recast several more lines. Examine for hair-lines. If they are present, then open vise and remove the entire line. Graphite the elevator jaws, the grooves in the mold-keeper and the top of the justification block. In addition to this you may oil the four bearings of the justification rods. Return the line to the elevator jaws in the same order as you found the matrices and spacebands and then cast several more lines. Examine and compare with those previously cast. If the trouble was due to interference with movement of line, owing to friction, it should be corrected by the treatment you gave the points of contact. (3) If no improvement is observed, remove the line and test the space between the mold and closed vise jaw by allowing the elevator to descend to lowest point and before the disk advances. Insert a narrow strip of print-paper between the mold and closed vise jaw and then draw out starting lever. When the disk advances on the locking-studs push the lever back, raise the elevator about six inches and support it on a piece of wood. Draw out the strip of paper and observe if it has sufficient freedom to permit it to be moved freely. If the paper is held tightly by contact of mold and jaw, it indicates that the eccentric pin in mold-slide lever-roller needs resetting. This may be done (while the cams stand as you have them) by loosening the pin nut or screw and raising the pin-lever a trifle. Tighten the lock-nut or screw (as the case may be) and test by drawing strip of paper. When test is completed, place line again in jaws and repeat the casting and examining of slugs for hair-lines. If the lines still show hair-lines you may then increase the stress of the springs. Not knowing the kind of springs you have, we can not state definitely how to proceed. If there is a nut above the washer you may place a rod in the hole near the bottom of the spring rod and then turn down on the nut. If there is a pin above the spring washer it will be rather a troublesome operation to increase the stress of the springs. With a suitable lever placed under the lower shaft from the back, with one end above the washer, sufficient force may be applied to depress the washer, when the pin may be withdrawn and placed in one of the holes found lower down on the rod. This operation must be done with extreme care.

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## Trouble with Ejector.

An Illinois operator sends slugs and a right-hand liner and, in part, writes: "I am having a little trouble on a Model 8 machine. The ejector blade does not go back out of the mold after ejecting a line, and when I slide in the next line the machine stops as the line is almost inside the first-elevator jaws. Apparently the safety device is not working, as I do not have to insert the ejector into the mold when I change liners. The blades seem all right. They were a trifle bent, but I have straightened them. I can not start one of the six screws holding the guide-plate, to see if there is any metal behind it. I have a spring attached from the front end of the long rod to the machine, which eliminates the difficulty on short lines, but I have to kick the pedal on the long lines. I can not regulate the back spring on this rod because the nut head of the screw in the collar is broken off. What effect would it have if I took off this apparatus on the rear end of the rod? When I came here I found the front spring on the ejector rod broken in three pieces and sent out for a new one. It seemed to me rather a weak spring for such work, but it was a duplicate of the old one so I put it on, adjusting the collar as far forward as possible. It did not seem to remedy the difficulty, so I took it off and stretched it, exactly as you suggest. That did not remedy the difficulty. At present the ends of the blades do not protrude into the mold, for I am able to turn the mold disk at any time. The machine goes on, generally, although the ejector blade is not in the mold. Strange to say, when these stops occur, if I pull the rod forward the machine goes on, and if I kick it back she goes on. It may be that when I kick it back it rebounds into the mold from the back spring. I observed the action of the apparatus near the rear end of the rod, which rests on cam 10, and there is a slight movement backward as the machine starts. Under separate cover you will find two sample slugs from each mold, also a right-hand liner. You will notice that the blade has cut through the heel of the liner. This is the case with all my liners, both left and right. I am ordering some new ones,

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it stop only occasionally? Another thing I did was to give the bushings in the three shoes on the mold-turning cam a quarter-turn each, and they are all quite snug now against the square block. I thought there might be too much play in the mold disk. To-day I put in a 19-em liner in place of a 17 by mistake, setting the ejector to 12. The safety device did not work, for I ruined the liner. When working on a brief on Model 5 I sent in a line with only one spaceband. It was bent almost double. The machinist told me the justification springs were set for wide measure, and not for one, two or three spacebands. Now, I have a great deal of 11, 18, 24 and 261/2 measures, besides my regular news during the day, and it would be very inconvenient to be constantly changing my justification springs. Is there any way that I can adjust these springs for from one to fifteen spacebands? Or if I get them tight enough for the



WHAT WILL THIS LEAD TO?
Photograph by R. R. Sallows, Goderich, Canada

but am afraid to apply them until I find out what is wrong. You will notice a hair-line from the carbolite mold on the bottom of the slug near the smooth side. Now, I notice that this edge of the mold has become rounded. Could it be that the ejector blade strikes this and has worn it? Also, why doesn't the back knife take this hair-line off? Do you think the back knife is set too close? I have no micrometer here, and would appreciate it if you would measure them and tell me if they are right. I have taken off the auxiliary spring attached to the handle of the ejector rod in front, readjusted the lever that returns the linedelivery carriage and increased the speed of the carriage going into the first elevator so it goes in very quickly now. This helps considerably, but does not entirely eliminate the difficulty. Will have no trouble for hours, and then suddenly I have the same old trouble; but by attaching a strong rubber band from the mold-slide lever, just back of the pot, to the ejector handle, I overcome it. This forces it strongly into the mold, and when I want to turn the mold disk I have to hold the ejector back with one hand. I had discovered that the line-delivery carriage did not go all the way into the first elevator, so concluded there was something wrong with the releasing device; but why does long measure, would there be danger for a line with one spaceband? Will thank you for any help."

Answer .- The damaged condition of this liner is doubtless due to drawing out the ejector-lever rod without having the mold disk registered properly by the locating pin. Ordinarily, the disk will have its proper place when the cams are at normal, owing to the bevel gear square pinion being in contact with the shoe on cam No. 2. From the condition of the liner, there must have been something overlooked or neglected in the matter. The damage to edge of mold is due to similar cause - drawing ejector forward when mold is not registering with blades. When the cams reach normal position the forward end of ejector blade should still be inside the mold a trifle. If you have done anything to prevent this condition it is wrong, and should be corrected. If the clutch is gummy and causes the cams to move after they come to normal, you should proceed to clean the clutch surfaces, both of pulley and leather buffers. These parts must be kept free from oil, resin, soap, or any other sticky substance. There should be no need of a rubber band to force the blades into the mold. The ordinary spring on the ejector-lever rod in front is all that is needed if other conditions are correct. When

the line-delivery fingers do not go into the elevator jaws full distance, you will notice, if you go to the rear of the cams and observe the ejector slide, that a projection on the ejector slide stands in the path of the ejector slide safety pawl, which is struck by the stopping pawl when a line is sent into the jaws. The next time a stop of that character occurs, make the above observation. One of the causes of this stop is that the ejector-lever rod is moved back by the operator's knee, thus placing the ejector slide in an interfering position. We do not believe you have any serious trouble regarding ejector. Avoid changing parts, unless you feel more certain about their condition. Do not change the stress of the justification springs. Ordinarily the springs are strong enough for the long lines and not too strong for the shorter ones. If you desire, you may prevent the bending of spacebands by putting a washer about 8 points thick on top of the justification-bar brace (E-684), which is connected to the bar under the justification block. This will cause the justification block to rise level, and not cause a spaceband to bend when used alone in a line. To get the best results out of the springs you should see that the following parts are freely lubricated with graphite: Grooves of mold-keeper; elevator jaws where spacebands and matrices slide; top of the spaceband driver or block. The justification rods should be well oiled in the four bearings, so as to give full efficiency. The slugs you sent to be measured should have been cast from a full line of matrices. As it is, we are unable to give exact measure, but judge that they are very close to correct thickness.

### THE ARISTOCRATS OF LABOR.

Doot — I see the printers ha'e gotten anither rise o' wages. It's a gran' trade.

Neadle — True, they've naething to dae bit mind their ain business.

M'Gass — It's mair nor you can dae, Tam. Whit kin' o' pey dae ye think the printers ha'e, Eb.?

Doot — I dinna ken, bit they're aye dressed like gentlemen.

Neadle — Something like twenty-five-bob-a-week clerks. M'Gass — The dressier a tradesman is the less pey he gets. Printin' is yin o' the maist exactin' o' a' trades. It's a job that needs baith heid an' hauns. Ye're nae use unless ye ha'e a guid education, an' that in itsel' is useless withoot soople fingers. An' yet efter years o' agitation thae chaps ha'e only twa poun' a week, an' hard put to it to get it steady.

Doot — Onywey, it's a nice, clean job.

M'Gass — It's a respectable an' a responsible trade, bit the puir fellas are hampered by their respectability. It seems that in aulden days printers wore lum hats an' swalla-tail coats, an' since then it's been a tradition to work in dressy claes an' clean linen. Whit's needed nooadays is a complete revolution. Let them keep their guid claes for Sundays, an' buy their workin' claes in Paddy's market. An' if they wad mak' it their business to rub their faces wi' an inky rag every mornin', the maisters wad respect them faur mair.

Neadle — They're awfu' gabby. If ye meet a printer in a pub. he's aye layin' doon the law, makin' speeches, or preachin' sermons.

Doot - Ye can aye hear queer things in pubs.

M'Gass — Deed ay, an' if the printers are gabby, it shows that they ha'e the ability to talk on ony subject. I kent a printer masel yince that was a fair dab at languages. He wasna a bad sowl, bit he never gaed to a kirk,

although his wife did. Yae nicht her minister cam' in an' durin' the conversation he asked the man whit wey he took nae interest in relegious affairs. By wey o' answer the chap recited the Lord's Prayer in Greek, an' syne asked the minister if he could dae't.

"Oh, well," says the minister, "I never memorized it, and I am rather afraid my Greek is a bit rusty. My favo-

rite language is Hebrew."

"Well," says the chap, "ye'll ken this," an' syne he repeated the hale ten commandments in Hebrew. The minister took a rid face an' hurried awa' for fear o' ony mair tak'-doons.

Neadle — Whit I wad like to ken is this: whit's a printer's devil?

Doot — It's ayther a machine for splashin' on ink or settin' type — I forget which.

M'Gass — Tits, Eb., yer memory's faur astray. A printer's devil is just a twa-leggit machine learnin' gamblin', sweerin', arguin', an' fightin'.

Neadle — Sweerin' doesna need ony learnin'. Even a foreigner picks it up like winkin'.

M'Gass — You should ken, Tam, for ye're a past maister at cursin'.

Doot — Keep to the subject. I ha'e an idea that printers often rise to be reporters an' editors.

Neadle - Even a scone rises.

M'Gass — Ay, an' a' puddin' like yersel'. It used to be that lots o' printers turned oot dandy journalists, but no noo. They dinna get the chance. A modern printin' shop is jist a factory. Orders are sorted oot an' divided in a mechanical wey, an' maist o' the men are daein' yae kin' o' job a' the time, wi' the result that they're perfect dabs at that an' never get a chance o' general wark. Then there's sae mony gaffers an' subs. that they never come in contact wi' the rale heid yins. Besides they're faur owre hard wrocht to cultivate their minds properly. Bit for a' that an' a' that, it's my opeenion still that oor freens, the printers, are the rale aristocrats o' labor.—By Harry Clyde, in the "Scottish Typographical Journal."

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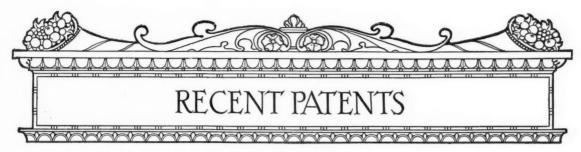
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Plain Printing Types --- Italic. Cartoon by Will Hope.

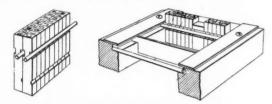


SUMMARIZED BY ALBERT SCHEIBLE.

In industrial progress, patents might be likened to "the straws that show which way the winds blow," for every issued patent represents a tendency which may eventuate into a departure from past practice. With this in mind, the summaries of recently issued patents as prepared for us by a prominent Chicago patent attorney should deserve the careful perusal of those who wish to be well abreast of the times.

## Type Form -1,187,085.

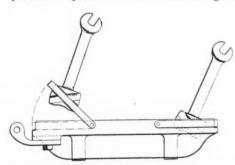
To prevent the type from "creeping up" in the chase, or from falling out when the chase is being moved, James E. Parker, of New York city, provides each type element



with notches at the front and the back. Then he inserts rods in grooves in the chase and these rods catch in the notches on the type so as to lock the latter.

## Tympan Bail Wrench-1,187,417.

For presses of the Chandler & Price type, Elmer M. Cobb provides a special form of wrench having inclined



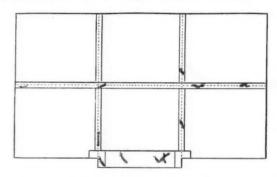
grooves which make this tool convenient for use as shown in our cut. Patent assigned to the Southworth Machine Company, of Portland, Maine.

# Making Light-Weight Printing-Plates - 1,177,635.

To meet the demand for an early presentation of newspaper illustrations of current events, Sigvald A. C. Kristensen, of Frederiksberg, near Copenhagen, Denmark, uses celluloid as the backing for printing-plates made of tissuepaper and afterward coated with a paste of aluminum powder stirred into water-glass. The tissue-paper is affixed to the celluloid merely by hot pressure, thereby insuring a smooth surface, and when the aluminized sheet is imprinted in a matrix the result is a printing-plate light enough to be cheaply mailed and one which can easily be pasted on the blank depressed portion of either a flat or a cylindrical form.

## Insert Sheet for Books - 1,177,806.

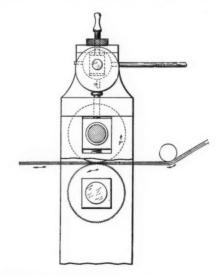
Where maps or other illustrations are larger than the page size of the book, this patent provides a large insert



sheet protected at its folds by reinforcing strips, with a projecting tab at one side which is bound with the leaves of the book. Eric J. Riegel, Rock Rapids, Iowa.

# Web-Feeding Mechanism - 1,185,260.

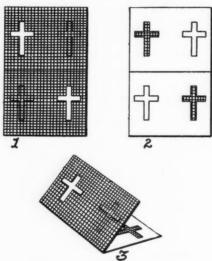
Edward Stine has assigned to the American Sales Book Company, of Canada, this patent on feed rollers which



have intersecting V-shaped grooves close to each other, so that the rollers present sets of fine points engaging the webs as they pass between the rollers.

## Photographic Process - 1,187,421.

Although devised for making motion-picture films, the process assigned by W. F. Fox to the Kinemacolor Company, of New York city, might find adaptations also in the graphic arts. Fox aims to produce colored films by taking duplicate exposures through red and green color-screens, coloring the print obtained from one of the negatives and then superimposing upon the colored image a

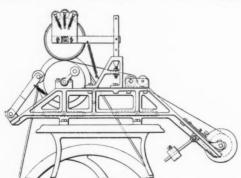


 Negative. 2.— Positive. 3.— Green negative superimposed on red positive.

correcting image in monochrome printed from the negative used in the original production of the print. In other words, he produces a composite printing negative by so combining a negative and a positive made from it that the image upon the negative from which certain color sensations have been omitted shall be superimposed on that image of the positive from which the other color sensations have been omitted.

## Tissue-Paper Printing Machine -1,185,992.

Under this title John O. Frost, of Pittsburgh, has patented a machine for printing rolls of perforated paper, of



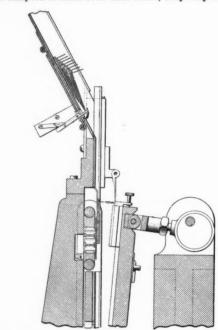
the kind commonly used for wrapping fruit. The printing roller rests upon the platen by its own weight and is driven by it.

# Process for Hardening Coatings - 1,186,477.

Another process which might find applications outside of the field for which it was originated is that of W. M. Grosvenor for drying or hardening coatings, by which process he aims to produce a rapid hardening of a so-called drier without warping the material under it or forming a skin. He accomplishes this partly by subjecting the coating to excessive humidity and heat, and partly by also using oxidizing agents more powerful than air, as, for example, the lower oxids of nitrogen. Patent assigned to the Karpen Dryer Company, of Chicago.

## Pin-Ticket Feeding Mechanism - 1,186,644.

Where pin-tickets or other cards have upper end portions adapted to hook over each other, they may be stacked



in this way and supported by the lowest one, and may then be released one at a time. Patent assigned by M. O. Anthony to the A. Kimball Company, of New York city.

# Lithographic Printing -1,185,506.

For large map drawings, machine drawings or the like, Jesse C. Houston, of Washington, D. C., offers a process whereby the illustration may be transferred direct to the printing plate or stone without using either a negative or transfer-paper. For this purpose he coats a metal

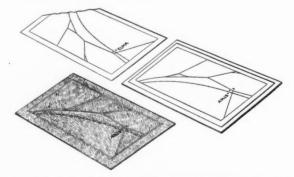


plate with a sensitized (glue and bichromate of ammonia) solution, exposes the dried plate under the translucent drawing, treats the exposed plate with a developing dye solution, next treats the plate with a line-filling material

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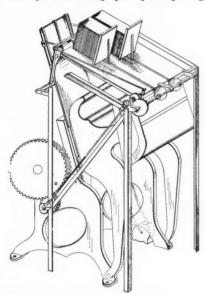
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and gui ent effe containing asphaltum, and finally washes the plate with an acid developer-remover. The result is a plate which will repel ink from all portions except the asphaltum-filled lines, thereby giving a positive print in facsimile of the original drawing. Our illustrations show, first, the translucent paper with the drawing on it; then the plate after its exposure and while covered with anilin dye, and, last, the plate after development.

## Automatic Press-Feeder - 1,187,435.

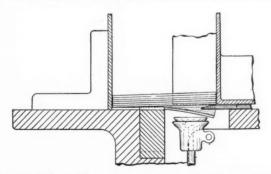
A vacuum pick-off is employed by Joseph Lightburne,



of Portland, Oregon, for automatically seizing the uppermost sheet of a stack and dropping it on the platen.

## Blank-Feeder - 1,186,278.

In a patent applied for in 1912, Amos Calleson, of Brooklyn, shows a feeding mechanism in which he uses a suction cup for bending down one corner of the lowest



sheet and then slides a finger between this sheet and the next. Our cut shows the position of the sheets after the finger has slid to where it holds back the other sheets.

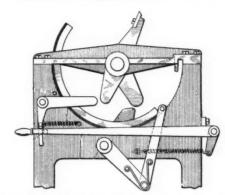
## Making Safety Gummed Paper - 1,177,787.

To prevent the easy counterfeiting of trading-stamps and other gummed labels, McLaurin and Farrell provide gummed paper in which certain colorings or stains go entirely through the paper, the fixing of the color being effected by mixing one chemical ingredient with the gum. For example, if a design is imprinted with a solution of

tannic acid on the face of gummed paper in which ferrous chlorid was mixed with the adhesive, the two chemicals will combine to form a stain of tannate of iron which can not be removed without destroying the paper. Patent assigned to the Ideal Coated Paper Company, Brookfield, Massachusetts.

## Printing-Plate Shaver - 1,181,885.

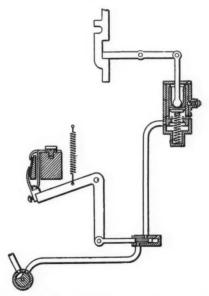
Albert A. Henzel has assigned to the Goss Printing Press Company, of Chicago, this patent on a plate-shaving



machine which partially ejects the plate after the shaving, so that the plate can readily be grasped by the attendant.

## Keyboard for Composing-Machines - 1,178,124.

In connection with machines for perforating paper ribbons which are afterward used in a typecasting machine,



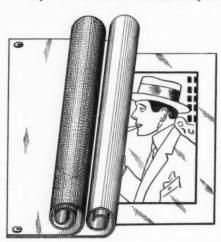
Charles E. Benham, of Schenectady, New York, has patented a new keyboard, so arranged that any of the keys can readily be made to repeat. The motion is transmitted through compressed air.

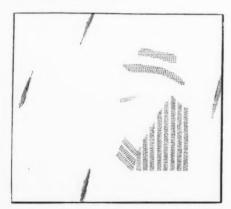
## Making Die Plates - 1,182,623.

An impression is printed with printing-ink on a zinc plate coated with photographic asphaltum, and the surface is then exposed to the light sufficiently to render the exposed asphaltum portions insoluble in spirits of turpentine. Then the ink and the unexposed parts of the asphaltum are washed away with turpentine, after which the plate is ready for etching. Walter R. Bardsley, of Philadelphia.

# Process for Indicating Shading and Coloring in the Production of Pictures — 1,175,614.

For this purpose, H. Q. R. Crowder, of St. Louis, first lays a sheet of tissue-paper over the pen-and-ink drawing, and covers this with a transparent sheet having its under side covered by dots or dashes formed of a heavy ink mixed

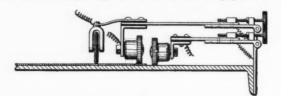




with glycerin and wax. He then uses a reciprocating stylus over the parts of the picture which are to have a certain color, thus transferring the dots or dashes to the tissue as shown in our cut, and repeats this for each color so as to produce tissues marked to guide the engraver.

# Margin-Regulator for Webs-1,186,906.

An electric motor operates the shifting mechanism, but is automatically stopped in case a defective paper roll or



other causes call for an excessive shifting movement, such as might damage certain parts of the mechanism. The automatic control is partly effected through a contact roller which bears on the web near its edge and which strikes a

table under the web in case the latter shifts sufficiently to one side. Edward P. Hopkins, assignor to Publishers Utilities Company, of New York.

## Inking Mechanism -1,185,669.

In the mechanism patented by Robert Hoe, of Battle Creek, Michigan, the ink is raised from the fountain by a Sabababababababababa

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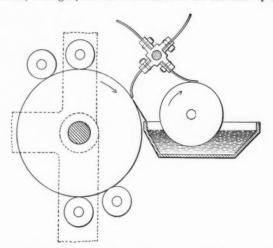
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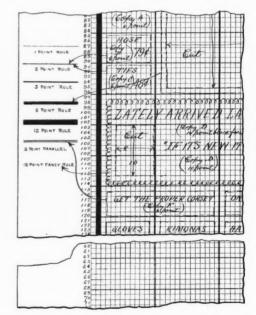
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roll and is transferred from this to the distributing roll by wiper arms on an independent shaft, thus avoiding the use of an oscillating ductor roll.

## Advertising-Layout Sheet -1,185,995.

For laying out newspaper advertising, John G. Gibson and Jennie M. Chamberlin, both of Wilkesbarre, Pennsylvania, provide a sheet ruled in squares corresponding to



multiples of the standard type-sizes, so that the larger parts of the copy can be written on the sheet in letters which will indicate at a glance what size type is wanted. Thus, if the squares are of pica (twelve-point) size, the words "Lately Arrived" on the copy shown herewith are to be set in twenty-four-point type.

## OUR THERMOMETER.

BY DR. PAUL CARUS, In "The Open Court."



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T is a peculiar phenomenon in history that the different nations have measured temperature by thermometers invented by men not of their own nationality, and the explanation of this also throws light on the mental make-up of the respective peoples. The English, most conservative of all, cling to the first method of measurement and still

measure temperature by the thermometer as first used by its inventor, a German professor of physics at Königsberg. Fahrenheit placed zero at the temperature of the very coldest day he had experienced in his own city of Königsberg, and this zero is still the zero for every English mind. The degrees in which he measured were accidental, and the freezing-point fell on the degree 32. His invention was practical, and so the English Government introduced it into the navy for official measurement of temperature. This settled the question, and no change has occurred down to the present day, for if the English mind accepts one method of action it will stick to it until the end of time. The English have clung to the Fahrenheit scale, although there are some very obvious criticisms to be made concerning it. The zero point is purely accidental, and the temperature-points which are of special importance in the field of natural phenomena fall on integral degrees, these points being distributed over the scale in the haphazard fashion characteristic of the Fahrenheit system. The two temperature-points of greatest significance for life on this earth are certainly the freezing-point of water and the point at which water boils under normal conditions. It was a Frenchman, Réaumur by name, who had the practical sense to adopt as his basal temperatures the freezingpoint and the boiling-point of water. Réaumur called the freezing-point zero and fixed the boiling-point at 80 degrees. As soon as his obviously well-designed reform was made, Germany adopted his system and it was soon in general use in that country.

But there is one point in Réaumur's system which is not practical. He divided the most important portion of his thermometer-scale into 80 degrees, while at present the decimal system is used in all forms of measurement. For example, the French divided their coins — the unit being the franc — into centimes or hundredth parts of the franc, and in like manner the Americans divided the dollar into cents. In 1871 the Germans followed suit by establishing the mark as a unit and dividing it into one hundred pfennigs, and the Austrians likewise divided their monetary unit, the crown, into one hundred hellers.

About 1742 a Dane by the name of Celsius proposed that Réaumur's 80 degrees be replaced by 100 degrees, and the French, who are always prone to accept the most recent method and do not hesitate to change old systems, accepted it at once, and so for a long time the English, in their more conservative habit, followed the earlier German system, the Fahrenheit; the Germans followed the French method; and the French followed the Danish method, the most recent innovation.

There is no doubt that to Fahrenheit belongs the honor of having invented the thermometer; all the essentials of temperature measurement were invented by him, and we shall never forget that he was the pioneer in this field. The later changes are insignificant as far as the essential characteristics of the invention are concerned, though they are undoubtedly improvements, and it is strange that Fahren-

heit himself did not anticipate them. If his attention had been called to them he would no doubt have accepted them at once. But he was a professor and a learned man who was out of touch with practical life. His invention was before the general introduction of the decimal system in other fields of measurement, and for scientific purposes it is quite indifferent where the zero is placed. But we must recognize that the improvements introduced by Réaumur and Celsius make the thermometer much simpler and ought to be introduced without quibbling.

We Americans, being very strongly under the influence of English traditions, follow the English Fahrenheit fashion, and it has remained our system to the present day. That America has so long followed the English conservatism is only a sign of our lack of independence. In scientific circles the centigrade system has been in general use for quite a long while. It is time that the United States took the step now being advocated by Mr. Albert Johnson, who is fathering a bill in Congress having for its object the replacement of the Fahrenheit scale of temperature in United States government publications by the centigrade There is not the slightest doubt that it will ultimately be accepted. If it is not adopted now, it will be in the near future, and the rising generation will feel ashamed that we have been so slow in advancing along the path of unequivocal progress.



He Wouldn't Eat It at Home. Photograph by R. R. Sallows, Goderich, Canada.

## BOOMING THE CIRCULATION.

"If the young man who was seen Sunday evening kissing his best girl while standing at the front gate will subscribe for *The Observer* before next press-day, no further mention will be made of the matter."—Hartford (Ark.) Observer.

## CLIPPINGS AND COMMENTS.

From "A Line o' Type or Two," by B. L. T., in Chicago Tribune.

" Lost — One half poodle dog." — Ad. in  $New\ Orleans$  Item.

We'd throw the other half away, wouldn't you?

CITIZENS of Wauconda, Ill., have petitioned for a water system to protect the village "in case of conflagration by fire."

## Our Popular Executive.

"St. Louis to Be Added to Trip of President — Residents in Vicinity of Peoria Fleeing to the Hill for Safety." — From the Mason City Globe-Gazette.

## Hark from the Glomb.

Following the publication of this notice, I will not be responsible for any debts incurred by my wife, Martha Glomb. She left her husband and doesn't stay with him. WILLIAM GLOMB, Her Husband.—From the La Salle (Ill.)

## New Light on the Absorbing Topic of Birth Control.

If the feet begin to itch and burn when you enter a warm room, after long exposure to the cold, you may feel reasonably sure that children will result if you do not begin treatment at once to prevent them.— From the Minneapolis Journal.

## Fair Warning to a Fanatic.

Will the fanatical person who pocketed that bottle of \$2 whisky return it at once to the Editor of the Northern News with apologies for attempting to perpetrate a joke — otherwise there will be criminal proceedings.—From the Athabasca Northern News.

"THE W. G. N. had an Allen liner 'limping into port,'" writes L. E. N. "How can a ship limp without legs?" Why, did you never hear of "sea legs"? Did you never hear of a boat sailing first on one leg and then on another?

An inspired comp. on the American set up "'Nudine,' the Bluebird production of De la Mott's story." Who, by the way, was De la Mott?

COMMERCIAL candor in the advertisement of Geraldine Farrar in "Temptation": "Note — This play is one that will be forgotten the minute you leave the theater."

AND speaking of music and singing, the St. Louis Times headlines: "Shoots at Husband but Hits Man."

## An Oklahoma Orgy.

Mrs. Walker served a two-course luncheon and a grand time was repented by those present.— From the Miami Live Wire.

## Wisconsin Warehouse Mystery.

It will be remembered by our citizens that the large warehouse of the L. L. Olds Seed Company was destroyed by fire a few years ago and has remained unoccupied ever since.—From the Clinton Wasp.

EDITOR WHITE, of the *Empory Gazette*, is acquainted with Mr. Brandeis, but his proofreader is not. Five times in a short editorial he appears as "Louis Brandies."

# Speaking of Baby Bandits.

Health Commissioner Ruhland is making plans to have measles and whooping cough made subjects of special discussion and consideration at the next annual convention of the American Association for the Study and Prevention of Infant Morality.— From the Milwaukee Journal.

"MR. Woll possesses a voice clear and bell-like in tone and of flexible timber." — Mason City Times.

Willow, willow, Wolly.

## Add Trade Jargon.

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An addition to the ever-growing egg family was announced by the following notice, which appeared the other day in a local grocery store: "Eggs 8 a 1s. Guaranteed cookers."

"I don't say they're eaters, mind," explained the grocer. "Some would; but they'll cook all right." — From the Manchester Guardian.

## What Was Wrong with the Pajamas?

Ample opportunity is also given the star to show how daintily she wears pajamas and overalls, the latter contributing toward her conquest of a Scotch dominie's rather susceptible heart.—From the Springfield (Mass.) Republican.

## To the Pure All Things Are Naturalibus.

A bathroom shower will be given Tuesday by Mrs. G. Alfred Plumb, of Carlton avenue, S. E., for Miss Myrta Johnson, whose marriage to Arthur Teagle will take place the middle of March.— From the Grand Rapids Press.

## Another J. Huckleberry Lewis.

Huckleberry Charlie Sherman came down to the city from Pine Plains to-day to celebrate his seventy-fourth birthday. He had the rainbow blushing as regards colorature as he passed along the square, "the cynosure of neighboring eyes." He wore a derby hat on part of his head and over the left half of his face. A regulation collar supported a flaming scarlet, flowing tie, which shone out vividly over a white waistcoat. His overcoat was opened and flung to the breezes in order that the accoutrements might be better viewed by the enthusiastic spectators.—From the Watertown (N. Y.) Times.

## How Many More in the Family?

We will ask our readers to pardon the lack of news in this week's Gazette, because the editor has been having his round with the grippe. We have found it very debilitating.

— From the Bagley (Iowa) Gazette.

All of our country correspondence and a large amount of local news are left out this week, because the editor's better half is having her turn with the grippe.— From the same journal.

# Card of Thanks.

I wish to express my appreciation of the services of Dr. O. N. Johnson, who so successfully cured my dog after it had been given up by veterinarians in Fond du Lac and Eau Claire. FRED GARDNER.—From the Appleton (Wis.) Crescent.

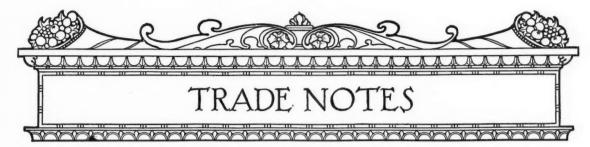
## Alas, Poor Tabbie!

For Sale—Pedigreed white Angora female cat, 9 months old. Just brought from San Diego, Cal. Selling on account of baby in family. Can't take care of both.

—From the Kenosha News.

# Otherwise This Person Seems to Be in Excellent Condition.

Jack C.—I perspire very freely, especially through the hands and feet. Can you suggest any remedy? 2. I do not breathe through my nostrils, and always feel as though I have a cold in my head. Please prescribe a remedy. 3. I am a very heavy cigaret smoker. Is there anything to cure one of this habit? 4. What will remove a wart?—From the valued Post's health department.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

# National Paper & Type Company in New Quarters.

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The National Paper & Type Company has announced its removal to new quarters at 32 to 38 Burling Slip, New York city, and assures its many friends that a cordial welcome awaits them in the new location.

# B. C. Nicholson Honored by Kokomo Typographical Union.

In recognition and appreciation of fourteen years of faithful service, the members of the Kokomo (Indiana) Typographical Union presented a handsome rocking-chair to their retiring secretary-treasurer, B. C. Nicholson. The presentation was made at the annual meeting held on July 3. The record of Mr. Nicholson is one of which any man may well be proud, and the members of the union feel that they have lost a valuable officer in his retirement.

## Thomsen, Bryan, Ellis Company—A New Corporation.

Incorporation papers for a new printing-plant, with a capital of \$110,000, were filed on Wednesday, July 5, with the Maryland State Tax Commission. The company will do a general printing, binding and lithographing business, will be located in Baltimore, and will be known as the Thomsen, Bryan, Ellis Company. William Edward Thomsen and Frank T. Ellis, of Baltimore, and James W. Bryan, of Washington, are the incorporators.

# C. P. Evans Again Wins Prizes.

C. P. Evans, the energetic Chicago representative of the Miller Saw-Trimmer Company, is again receiving the congratulations of his many friends — and they are well deserved. On July 14 Mr. Evans received word from the home office advising him that he was the winner of both the first and second gold prizes offered the salesmen of the company in a competitive contest for sales efficiency during the six months ending July 1, 1916. The

first prize was \$75 in gold for making the largest number of machine sales. The second prize was \$50 in gold for having the least amount of unsettled business on the books at the close of the contest. In connection with the second prize, Mr. Evans made a clean sweep, having no unsettled business whatever to carry over. Since the close of the contest Mr. Evans has been appointed manager of the Chicago office. Well done, Charlie.

# Franklin Club of Ogden, Utah, an Active Organization.

A copy of the June issue of The Home Printer, the organ of the Franklin Club of Ogden, Utah, has come to hand, and it is evident that the printers of that city have an active organization looking after their interests. The publication is issued monthly, and is distributed among the business men of Ogden in an effort to "keep Ogden printing at home," and also to explain the work of the Franklin Club. Through the efforts put forth by the club considerable of the printing which formerly went out of town is now done "at home." One of the trite sayings printed in neat form and distributed by the club is: "If you buy your printing and engraving out of town. and if we buy all our stuff out of town, and our neighbors buy theirs out of town, what the Hwill become of our town?"

## Printers Enjoy Outing.

Members of the Ben Franklin Club of Lancaster, Pennsylvania, were the guests of the Reading Typothetæ at an outing on Saturday, June 24, and the general opinion prevailed that it was one of the most pleasant events they had ever enjoyed. When the Lancaster men arrived at Reading they were escorted over the city and to the Maiden Creek water station in automobiles, then they were taken over the Mt. Penn Gravity Railroad and to the Tower, later settling down at the Mountain Spring for an afternoon of fun. Various games and races were

indulged in, one of the principal events being an eleven-inning baseball game between the Reading men and a nine made up of Lancaster men and supply men. The Reading men turned out to be the losers. A chicken and waffle supper was served before the outing ended.

## "The Graphic Arts and Crafts Year Book."

Announcement has been made by the publishers of "The Graphic Arts and Crafts Year Book" that work on Volume VII, for 1915-1916, is being hurried forward with all possible speed, and that it will be the finest review of progress in the printing and allied trades ever produced. The book sells for \$5 a copy, prepaid. The reputation of the book is established, and already over one-half of the coming edition of six thousand volumes has been subscribed for in advance. Orders may be placed through The Inland Printer Company.

## Variable-Speed Pulley for Job-Presses.

A variable-speed device with one control-lever, which will start a press, accelerate its speed, slow it down or apply the brake, is offered printers for their job-presses. The Horton variable-speed pulley may be slipped on the driving shaft which is commonly used for the loose and tight pulley. One lever, within easy reach of the pressman, controls starting, change of speed and the brake. The clutch can be released and the brake applied by the same movement of the lever. This style of speed control is made possible by means of a simple arrangement of governor weights and clutch blocks. The one control-lever, by means of a special cam, regulates the pressure of these blocks, giving and holding any desired speed from a few revolutions a minute to the maximum.

With the Horton variable-speed pulley it will not be necesary to use a loose or tight pulley-belt shift, brake, nor a variable-speed motor and starting-box equipment. Printers who are interested in this new method of press-speed control will receive full information by addressing the Horton Manufacturing Company, Minneapolis, Minnesota.

## Former Student of the Inland Printer Technical School Wins Success in Australia.

It is a source of great gratification to The Inland Printer Technical School to note the success attained by



Mr. and Mrs. Lorne L. Frank, Cut by courtesy of *The Linotype* Bulletin.

a large number of its former students, many of whom have found their way to distant parts of the globe. Lorne L. Frank, a former student of the school, who commenced his course in November, 1907, after working in this country for about six years and gaining a reputation as a machinistoperator, finally found his way to Australia, where he has gained success and, incidentally, his life partner. Mr. Frank was engaged by the Parsons Trading Company as salesman in the fall of 1913, which position he secured through The Man and the Field Department of THE INLAND PRINTER. Since that time he has sold a large number of linotypes throughout Australasia. The climax of his good fortune came on September 25, 1915, at which time he was joined in marriage to Miss Mae E. Turner, of Auckland, New Zealand. THE INLAND PRINTER hereby extends its heartiest congratulations to both Mr. and Mrs. Frank, and wishes them continued success.

## Convention of Ohio Printers' Federation.

Plans are well under way for the convention of the Ohio Printers' Federation and the Buckeye Press Association, which will be held in Cincinnati, October 5, 6 and 7. Great credit is due the committee in charge for the remarkable progress it has made since its appointment. The plans formulated show that every endeavor is be-

ing made to make this convention one of the greatest ever held in Ohio, if not in the West.

Cost work, salesmanship and printing-office efficiency are what the committee hopes to set forth in the talks of this convention, and well-known printers throughout the country who are experts along their lines have been invited to talk on these subjects.

The committee in charge of preparations consists of C. S. Clark, chairman; Leslie Webb, William F. Kroner, Charles H. Barr, H. Tenfelde, A. J. Braunwart, president of the Federation, and Samuel Oppenheimer, a member of the Executive Committee of that body.

The Hotel Gibson has been selected as headquarters, and the committee is leaving nothing undone to make the convention one never to be forgotten by those attending.

# "Relyon Proofing Paper."

The above heading is the name of a high-grade proving paper made for the use of engravers by the Ideal Coated Paper Company, Brookfield, Massachusetts. It is well named, too, for the appearance of the proofs sent us is assurance that the engraver or printer may "rely on" it with implicit confidence to show his plates to the best advantage. The plates selected for these proofs are not of one kind and grade, designed to show the paper to best advantage, but are of various subjects, covering all the difficult work the engraver is called upon to do. Proof sheets such as were sent us may be had by addressing the Ideal Coated Paper Company, Brookfield, Massachusetts.

## A Safety Guard for Platen Presses.

The Turner-Bland Company, of Cleveland, Ohio, has devised a safety guard for platen presses of the Gordon type. This simple contrivance effectually prevents the feeder having his fingers pinched between the form and platen. This guard consists of practically four parts - the elbow, the gate-rod, the plunger-rod and the canvas apron. In applying it to a press, all that is necessary is to drill a onehalf-inch hole in the bed of the platen and insert a brass sleeve into the hole. A plunger-rod operates in this sleeve. When the platen moves back and forth it operates the gate-rod with a rocking motion. If the feeder should be tardy removing his fingers from between the closing platen and bed, the gate-rod gently raises his hand out of danger. This safety movement of the gate-rod is positive in its action, hence there is

no danger of its failing. It moves just as surely as the platen moves. Printers who really believe in "safety first" will investigate further.

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## "Efficient Machinery."

Such is the title given a well-prepared and neatly printed booklet, of forty-eight pages and cover, recently issued by John Royle & Sons, of Paterson, New Jersey. Examining further, we find a more complete title, which reads as follows: "Efficient Machinery for Photoengravers, Electrotypers, Printers, Stamp Makers, Die Cutters, and Many Other Trades." Listed in the booklet we find machinery of various kinds tending toward increasing efficiency in the trades mentioned. Among the machines are movable and fixed spindle routers; lining-bevelers; the Royle-Richards ruling-machine; cabinet, column, circular and jig saws and accessories; drills; rotary planer; micro-edger; registering-squaring machines; mounting-tables, etc., all of which should find ready places in upto-date plants. Copies of the booklet, and also other literature, will gladly be sent by the company upon request.

# Edward Cook Completes Fiftieth Year with "Leslie's Weekly."

Fifty years of continuous service with the same company is an enviable record, and one that is rather unusual in this day of constantly changing forces. Such, however, is the record of Edward Cook, of Brooklyn, New York, who on July 1 completed his



Edward Cook.

fiftieth year in the employ of Leslie's Weekly. Mr. Cook entered the employ of Frank Leslie on July 1, 1866, as office-boy, and after two years was apprenticed to the printers' trade. He is now superintendent of the Leslie-Judge Company's printing-plant. He has never held a position with any firm not affiliated with the Frank Leslie enterprises or their successors. De-

spite his long period of business activity, Mr. Cook is still hale and hearty, and it is the hope of his employers that he may long continue in the position in which he has given such royal service. Mr. Cook was born in New York city of German parents, but he says that there is no hyphen in his Americanism.

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# June Meeting of Connecticut Typothetae.

The June meeting of the Connecticut Typothetæ was held in New Haven on Monday evening, June 5, at the Hotel Garde, thirty-five members and guests being present at the dinner. The retiring president, Edwin Campbell, of Waterbury, opened the meeting and thanked the members for their support during his term of office. Mr. Campbell introduced the new president, John R. Demarest, of New Haven, who addressed the meeting with some very appropriate remarks.

Joseph A. Borden, secretary of the United Typothetæ and Franklin Clubs of America, was present and gave a most interesting talk of the work being done by the national body and the plans for the future.

Following Mr. Borden, W. H. Crowe, of the Crocker-McElwain Company, of Holyoke, Massachusetts, gave a very interesting talk on the present paper

situation.

Frank Hawes, of Sinclair & Valentine Company, read an interesting paper on the printing-ink situation, and John Carroll, of the service department of this company, explained a number of questions asked him by the members on the different conditions

# The Fabec Distributing Inker for Platen Presses.

The Fabec distributing inker for platen presses is attached under the ink-disk at the left of the feeder, without any change to the press, or the drilling of holes. The attachment may appear rather complicated, but on close examination while in operation it is found to be very simple. The ink is supplied to the disk by the rollers on their downward stroke. The ink is carried in tubes, or containers, which have contact with the rollers as they move downward over the disk. The ink does not strike the disk until it is distributed by the auxiliary or steel cluster rolls, which are an interesting part of the Fabec mechanism. When the rollers return they deposit the ink, thoroughly distributed, on the outer edge of the disk. The steel auxiliary rollers, which are vibrators, are made in two groups. One group, containing three vibrators, is attached to the double-roll saddle; the other, with two vibrators, is attached to the single-roll saddle. These steel vibrators can be adjusted for tension and position with ease and accuracy. A single adjustment regulates the flow of ink in the smallest gradations, from the most delicate film to a heavy flow of ink. Complete control from the front of the press without the loss of

took on state service and research work, some of the results of which were the National Journalism Congress in 1914; short courses for editors, enrolling 250 to 300 practical newspapermen, and the organization of a central bureau to promote more intelligent merchandising methods in the columns of the Kansas press. The State appropriated \$10,000 for this last feature, and the editors subscribed a like sum.



Delegates to Convention of National Editorial Association as Guests of Mergenthaler Linotype Company.

an impression is a feature of this device. Printers operating clam-shell platen presses doubtless will be interested in this new device, as it differs wholly from any other ink-feeding attachment. For particulars, write the Fabec Manufacturing Company, 144 North Twelfth street, Philadelphia, Pennsylvania.

# Merle Thorpe to Edit "Nation's Business."

Merle Thorpe, head of the University of Kansas journalism department, has been selected as editor of The Nation's Business, the official monthly magazine of the Chamber of Commerce of the United States. Mr. Thorpe is a former Washington newspaper man, later doing editorial work in Cuba and in Seattle. In 1907 he organized at the University of Washington the first department of journalism in a university. Since then forty-two universities and colleges have established such departments, with 175 instructors and 3,500 students.

From Washington Mr. Thorpe was called to the University of Kansas at the instance of William Allen White and other Kansas editors. The journalism department at Kansas under Mr. Thorpe's reorganization furnished instruction to 200 undergraduates and

Mr. Thorpe was president of the American Association of Journalism Teachers in 1914; secretary of the Missouri Valley Cost Congress, 1914-1915, and is the author of "The Coming Newspaper." He will take up his new duties at once.

# National Editorial Association Guests of Mergenthaler Company.

The Mergenthaler Linotype Company has always enjoyed an enviable reputation for doing things on a big scale, but all previous records were broken by the way this company entertained the delegates and guests of the recent convention of the National Editorial Association in New York.

After the close of official business on Thursday, June 22, the convention made a flying trip through the Brooklyn Navy Yard, at the conclusion of which the delegates and their guests were met by sight-seeing automobiles and conducted to the works of the Mergenthaler Linotype Company, where luncheon was served. During the luncheon interesting tabloid talks were given by P. T. Dodge, president of the Mergenthaler Linotype Company; John R. Rogers; Hon. W. H. Mayes, former lieutenant-governor of Texas: E. H. Tomlinson, the new president of the National Editorial Association, and M. W. Morehouse, superintendent of the factory. Each guest was presented with a handsome souvenir—the ladies receiving a small memorandum book, containing a mirror, bound in green leather; and the gentlemen a large seal leather note-book, both of which were stamped in gold. After luncheon the visitors were taken through the factory, where they saw many of the most important operations in the making of a linotype. Each visitor was furnished with a booklet containing a general description of the factory and a detailed story of the inspection trip.

At the completion of the trip through the factory, the guests, furnished with round-trip tickets, again entered the sight-seeing automobiles and enjoyed a ride through Brooklyn's famous park system to Coney Island.

A special limited edition of the souvenir booklet was printed for those interested, and a copy may be had by applying to the Mergenthaler Linotype Company, Tribune building, New York.

## New Features of the National Printing-Press.

From the National Machine Company, of Hartford, Connecticut, comes the announcement that many important improvements have been incorporated in the National printing-press, an illustration of which appears elsewhere in this issue, all of which make for greater safety, speed, convenience and efficiency. Among these improvements are the following: Adjustments to regulate the pressure of the composition rollers on the ink cylinders, and the vibrators on the composition rollers, to prevent melting of rollers from friction; two new-style automatic vibrators operating without the troublesome little steel crescents; hard-steel cam blocks which slide in oil in the cam-way of the large gear instead of the old-style cam rollers; extra-long turn, while in contact, of the ductor and fountain: rollers, and the timing of the ductor roller to deliver its supply of ink from the fountain roller to the distributors at the instant the carriage starts down, giving the distributing system all the time the carriage is going down and up in which to distribute the ink thoroughly before it reaches the form rollers; new instantaneous adjuster bar, with handle enameled to prevent rusting; new safety chase-latch; new hand and foot brake; unbreakable frisket-frame, with grippers depressible at any point and sliding from end to end of the platen without being

removed; ends of platen recessed to prevent pressing overhanging sheets against carriage ways and spoiling them; automatic reset counter mounted on bridge; guards for large gear and fountain ratchet lever; tension spring for holding fountain screws in position and crow-bar room at base of frame. Automatic platenguard and stationary fly-wheel and pulley-guards are furnished to order at a moderate price.

The National is a heavy, rigid, speedy and durable machine, with ample strength for cold and hot embossing, and the company claims that while it covers the field of the ordinary platen press, its superior ink distribution and other improvements make it available for a much higher class of commercial work, including the printing of half-tones and colorplates.

## A Complete Catalogue of Brass Rules Issued by Hansen.

The H. C. Hansen Type Foundry, 190-192 Congress street, Boston, and 535 Pearl street, New York city, has issued a large catalogue showing the complete line of brass rules manufactured by the firm. In it are shown the popular Graytone rules; High Art rules, by which term the decorative, figured border-rules are known: half-tone rules, similar in effect to the Graytone rules except, as the name implies, the effects are attained from dots as in the half-tone instead of from straight lines as in the former: labor-saving rules; head-rules; column-rules; odd designs, circles, ovals, diamonds; dashes; braces; corners; and, in fact, everything in the brassrule line.

The various styles are classified under the above heads and printed from strips for ready reference, but, in addition, many interesting combinations are made up as borders for the pages, which are rich in suggestion to the printer.

The book is admirably printed and well bound, and should prove of great service to any one who gives it a place in or on his desk. Any employing printer can secure a copy by addressing the company at either of the addresses given in the opening paragraph

of this item.

## Old-Time Printers' Association of Chicago Plans Exhibit.

An exhibition of relics and mementoes of early-day printers and printing in Chicago is being planned by the Old-Time Printers' Association. At

the quarterly meeting of the association, held Sunday afternoon, July 9, at Hotel LaSalle, a committee was named to confer with officers of the Chicago Historical Society regarding the exhibition and another was named to coöperate with the Eugene Field Memorial Association, trustees of which are Victor F. Lawson, publisher of the Chicago Daily News; William D. Eaton, editor of the Press Club Scoop, and Will J. Davis, the theatrical magnate.

The Exhibit Committee is composed of Col. M. H. Madden, B. Frank Howard, Dr. Loomis P. Haskell, Frederick K. Tracy, Thomas E. Sullivan, John McGovern and Samuel King Parker. On the Field Committee was named President George J. Knott, Peter B. Olsen, Thomas A. O'Shaughnessy, Albert H. McQuilkin, William C. Hollister, John I. Oswald and John Canty.

Mrs. Emily Beaubien LeBeau, who celebrated her ninety-first birth anniversary at her home, 4400 Michigan avenue, Saturday, July 8, was the guest of honor at the meeting. The day of the meeting was the eighty-seventh anniversary of the day she arrived in Chicago with her father, who was one of Chicago's pioneer printers and part owner of its first newspaper, established in 1833.

# Offset a Controllable Element in Printing.

In the filling of rush orders the risk of spoilage from offsetting formerly made it a very uncertain element in such work. In this period a printer may count on delivery of work printed with the proper depth of color and perfectly free from offsetting. use of Pratt's Anti-Offset in ink has worked this wonderful change. The following are the claims made for this preparation: The medium is a neutral preparation, being neither acid nor alkaline. It will not harm rollers, plates nor litho stones. It gives snap to the color and holds the pigments together, preventing the squashing out of the ink from type and plate edges. It causes the ink to set rapidly, which reduces the time necessary in turning out the work. The luster of the ink is accentuated and the sharpness of the print is noticeable even on soft grades of stock where Anti-Offset is used in the ink. There is a noticeable decrease in the quantity of ink required on a job where this compound is combined with the color. The lay and covering qualities of the ink are improved, which in itself is a taking qualification with pressmen. pressmen find that Anti-Offset, when used in ink, livens up offset work ma-

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The Pratt Anti-Offset Company, 1059 Willis avenue, East, Detroit, Michigan, has a special introductory trial offer, which they will make to printers upon request.

# The National Printing and Allied Trades Exposition.

In addition to the regular printing and lithographing machinery and processes that will be exhibited at the National Printing, Advertising and Lithographing Exposition, at Madison Square Garden, September 20 to October 7, an effort is being made to borrow the educational exhibit of the Associated Advertising Clubs of the World, shown in Philadelphia during June, also the exhibit of the American Institute of Graphic Arts, and to place these around the sides of the building so as to make the Printing and Allied Trades Exposition of still greater interest to the advertising men and the public in

About a quarter of a million people attend this Printing and Allied Trades Exposition, and these advertising and art exhibits, supplementing the machinery and supply end of it, will make the whole affair more interesting than ever. At the same time, it will be a big advertisement for the producers of letterpress and lithographed work.

The management of the exposition has issued an announcement calling attention to the fact that the receivership of the Madison Square Garden will in no way whatever affect the exposition, for the reason that the receiver has been appointed merely to protect the first-mortgage owners.

# Slip-Sheeting Made Unnecessary by New Burner.

The Johnson Perfection Burner Company, of Cleveland, Ohio, is equipping both fly and front delivery presses with a new-style burner that is said to overcome objections to ink-drying by heating arrangements. This burner is attached to the fly-stick buffer-rod and is arranged to give a six-inch heat zone for the stock to pass over in delivery. This is said to be ample, even on relatively high speed. The burner is so constructed that the flame is not extinguished when the fly raises the stock from the tapes. The tapes are protected by movable asbestos-lined shields, and the fly-sticks by aluminum sleeves fourteen inches long, these metallic covers being securely attached to the sticks. The burner is asbestoslined to prevent the radiation of heat to the ink-rolls. This arrangement insures full heating efficiency for the stock. In this matter of heating the stock it not only causes the ink to set, but will dissipate any residual electricity, which of course will totally remove any chance for offset when the stock is laid out in piles. It is claimed that this burner is so accurately constructed that the combustion is perfect and there is no waste of gas. It is designed for both natural and artificial gas. Persons interested can secure more complete particulars by addressing inquiries to the Johnson Perfection Burner Company, 1004 Champlain avenue, Cleveland, Ohio.

## The Master Cronograph.

The study of lost time and motion has become one of the greatest factors in modern efficiency methods, and no



The Master Cronograph.

employer of labor can afford to ignore it. The keenness of competition at the present time demands the saving of all time possible on all operations entering into the manufacturing of any product — and the printer is not exempt.

An effective little device or instrument that should prove of great assistance in motion study is the Master Cronograph, an illustration of which is shown. The Master Cronograph embodies a guaranteed high-grade seventeen-jewel time-piece, together with a computed dial which meets the requirements of all industries. The chronographic feature operates in seconds and fifths of seconds. The figures on the extreme outside of the dial are spaced one second apart and represent at any point of elapsed time exactly what the corresponding output or production per hour is, when the operation is of one minute's duration or less. The figures on the extreme inside of the dial, such as 51, 45, 40, etc., represent operations per hour, when an operation goes past one minute and into the second minute. Between these figures one can easily scale the result.

For instance: If it requires 29 seconds to perform one operation, as shown by the stopping of the large hand, the reading, 124, directly under it, is the corresponding output per hour.

If the hand is stopped over 19 seconds, the reading directly under it shows the output to be 190 per hour.

Assuming that the operation is of longer duration than one minute, that the large hand made one entire revolution and went on to ten seconds beyond, or one minute and ten seconds, the reading in that case would be 51 operations per hour, inasmuch as all figures for the second minute are placed on the extreme inside of the dial.

In the case of very short operations it is usually good practice to time ten operations and add a cipher to the amount shown on the computed dial.

Let us assume that it is desired to ascertain the number of strokes per hour of a press or the production of an automatic machine, and while we count ten strokes or pieces, as the case may be, the hand reaches 19 seconds. Reading directly under it and adding one cipher, we have 1,900 as the number per hour.

A standard time must be established for our operations, and this once accomplished, lost time and motion are easily detected, and, with a little tact and diplomacy on the part of the investigator, easily corrected. Protection in this way can be increased, with no increase in manufacturing costs—which means greater profits.

More complete details regarding the Master Cronograph may be obtained by addressing Mortimer J. Silberberg, 122 South Michigan avenue, Chicago, Illinois.

# National Editorial Association Delegates See "Times" in the Making.

Hardly had the delegates to the National Editorial Association convention, held in New York city, had time to register and unpack their holiday raiment than they were off to the big newspaper plant of the New York Times, at Forty-third street, just west of Seventh avenue. In groups, and under expert guides, they were taken through the building from top to bottom, and saw everything there was to see from the wire-room to the shipping-platform.

At the fourth floor they reached the composing-room, occupying the whole

90 feet width of the building, and reaching out 150 feet toward Broadway, that "Great White Way," whose news it absorbs and turns into type with such avidity.

Naturally the interest of the delegates centered in the big battery of five Model 9 four-magazine linotypes, which handle the bulk of the paper's advertising, there being forty-five other linotypes to handle the various other elements of the make-up.

In order that the delegates might have some souvenir of their visit, this section of the plant was interestingly dealt with in a twelve-page booklet, fully illustrated, and showing specimens of the work produced on the linotypes.

Many interesting facts are given about the *Times*, some of which are that the *Times* consumes 2,000 pounds of ink and 100 tons of paper each day; that it employs 175 members of the New York Typographical Union, No. 6, and that fifty fast and smoothly working linotypes are used in producing the daily issues of this paper. On the back cover is shown a diagram of

its well-planned composing-room.

This little publication has proved so popular that an additional limited number has been printed up for circulation among those who may be interested. While the supply lasts, copies can be obtained by writing the Mergenthaler Linotype Company, at New York, or any one of its agencies—Chicago, San Francisco, New Orleans, or Canadian Linotype Limited, Toronto.

## The Hesse Envelope & Litho. Company.

The story of the growth of any business makes interesting reading, and when that growth has been from a start with practically no capital to a high position among the houses in the same field the story is given added interest. It is for that reason that we take pleasure in giving herewith a brief account of the growth of the Hesse Envelope & Litho. Company, of St. Louis, Missouri, as related to the writer by Frank H. Hesse, president of the company.

Mr. Hesse stated that he started in the printing business for himself on March 1, 1888, with a capital of \$103, renting a room on the third floor of a building at 314 North Third street and paying a rent of \$6 a month. With the \$103 he bought a 7 by 11 Pearl printing-press on the instalment plan from a friend, and also a typerack, an imposing-stone and a few fonts of type. He did not spend the

entire amount of cash available, as he realized the need of some money to pay rent, a salary of \$2.50 a week to a boy who fed press and ran errands, and also for other purposes. He went out soliciting orders for printing, set the type and sent the boy out with a proof for the customer's O. K. Then he would lock up the type, put the form on the press, make it ready and let the boy feed it.

After doing business for one year in that room, Mr. Hesse was notified that he would have to leave, as the entire first floor had been leased to another printing concern which did not want a small printer in the building. Accordingly he sought quarters elsewhere, and finally located in two rooms in a building at the southeast corner of Second and Pine streets, paying a rent of \$15 a month and assuming the firm-name of F. H. Hesse Printing Company. These quarters, however, were outgrown, and in February, 1894, a larger place was secured. The business continued to increase, several other changes being made necessary by the constant addition of new equipment, and also the addition of an envelope-manufacturing plant, until in June, 1904, the fourstory building at the northwest corner of Main and Vine streets was purchased and the entire busines moved in the following November. In August, 1912, the adjoining building on Main street, of five stories and basement, was purchased.

The company now occupies the two buildings from 501 to 507 North Main street, the corner building, of four stories and basement, being given over to the factory and offices, the adjoining building being used as a warehouse, with fire doors on each floor in the wall separating the buildings.

The fourth floor of the corner building is given over to the lithographic engraving department, the steel and copper embossing department, and also the hand-folding department where the girls make special sizes and shapes that can not be made on the regular machines.

On the third floor is the machineshop, the cutting department and twenty-five envelope machines, each having a capacity of from 50,000 to 60,000 a day of all standard sizes.

On the second floor is the printing department, which is equipped to turn out any class of work required.

Part of the first floor is given over to the offices. On this floor will also be found two Harris and one Potter rotary offset presses, one Wagner paper-curing machine and one rotary saw.

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The business was incorporated under the laws of Missouri in October, 1900, under the firm-name of Hesse Envelope Company, with a capital stock of \$15,000, and in September, 1902, this capital stock was doubled, and has been increased since that time. In November, 1908, application was made to the Secretary of State to change the firm-name to Hesse Envelope & Litho. Company, and was promptly granted.

At the annual meeting of the stock-holders, held in the offices on January 19, 1916, the old Board of Directors was reëlected for the fiscal year. This board consists of Frank H. Hesse, Fred L. Luth, G. Eyermann, Jr., Otto Hesse and H. Ottens. At the following meeting of the Board of Directors, Frank H. Hesse was elected president and treasurer; Fred L. Luth, vice-president, and H. Ottens, secretary.

The plant is now one of the best equipped in the West. A large portion of its product is sold in St. Louis, but it also feeds the West, Southwest and Southeast. The motto of the company is: "If it's an envelope, we make it — No order too large or too small."

## Casting Endless Leads and Slugs by Typecasting Machines.

When the first linotype machinist, in order to more easily eject a slug "stuck in the mold," partially drove out the slug, and, by allowing another cast of metal to be made in the mold, caused the second cast to fuse to the first, which, when ejected, formed a single slug of abnormal height, he made the first step in the direction which has brought about the casting of continuous strips of leads, slugs and rules in typecasting machines.

This idea has been developed to a high state of perfection in the monotype and the Thompson typecaster, and attachments have also been invented for these machines which automatically cut the cast strips into labor-saving lengths as it comes from the machine.

In the Thompson typecaster, the simplicity of construction, which is so marked a feature of the whole machine, is evident in the manner of casting endless material, as well as cutting it into lengths.

No special mold is required, the standard mold and mold bodies being used, and endless strips of leads, slugs and rules are cast in all body-sizes from two to forty-eight point, in much the same manner as type is cast by this machine. Mr. Thompson explains

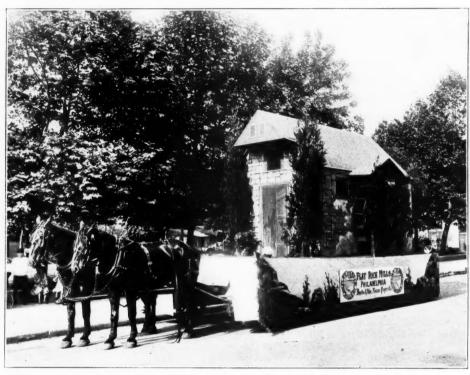
that it is as though a wide type were cast in the mold and then only partially ejected (the vertically moving mold part which ordinarily closes the open end of the mold having been removed) and then another cast is made in the mold behind the first piece cast, to which it fuses and adheres, the two sections then being moved forward and the casting and fusing action repeated. Only slight modifications are required

Another desirable feature is found in the fact that regular linotype border and rule slide matrices are used for producing the faces, and the wide variety of these shown in the linotype catalogue are thus available at small expense.

The first exhibition of this attachment was made at the recent A. N. P. A. convention at the Waldorf-Astoria Hotel in New York city, where

sticks as a token of their esteem. Mr. Phillips explained that the gift "was selected with the knowledge that it was Mr. McClure's greatest pleasure to share the fruits of his success with his wife; accordingly for a memento of his tenth anniversary, the gift selected was one in which she, too, should have a share."

Mr. McClure turned the tables by announcing that to celebrate the anni-



Float Representing the First Paper-Mill in the United States, Exhibited by the Martin & W. H. Nixon Paper Company, during the Advertisers' Convention in Philadelphia, June 26.

to enable any Thompson typecaster now in use to cast endless strips, and outstanding machines are rapidly being equipped with the attachments.

The cutting-off device is another example of simplicity in mechanism. An ordinary slugcutter is mounted in the place of the regular type-receiving stick on the machine, the cutter being operated by an arm and a cam attached to the end of the cam shaft outside of the machine base. An adjustable finger lies in the path of the slug as it advances, and, upon contact, the cutter is thrown into action to cut the slug, which is dumped and stacked on a small table in a clever and simple manner.

The entire outfit can be attached to and removed from the machine in ten minutes, and the change from casting type to casting leads, rules or slugs made in that length of time. it created something of a sensation and resulted in the booking of many orders for these machines.

# The Youngstown (Ohio) "Telegram" Insures Employees.

On Saturday evening, June 17, representatives of all departments of the Youngstown (Ohio) Telegram gathered together and tendered a surprise dinner to Samuel G. McClure, in commemoration of his tenth anniversary as owner and publisher of the paper. Seventy-five or more, including all the editorial staff, the business staff, and men from all of the other departments, enjoyed a sumptuous spread, after which several of the members of the force made short talks. After the talks the toastmaster of the evening, Owen M. Phillips, on behalf of the employees, presented Mr. McClure with a pair of handsome silver candle-

versary he had arranged, as a gift, to insure for \$1,000 every one of his employees who had been with the Telegram six months or longer. The money is payable to the heirs in case such employee dies while in the service of the Telegram. He had arranged, he said, to have the insurance go into effect Sunday, June 18, which was the exact date of the anniversary. The announcement was received with surprise and pleasure, particularly as it was explained by Mr. McClure that it was done with a view to taking care of those whose faithful service has been the means of making the Telegram the successful institution it has become. In a reminiscent mood, he recalled the time when as a young man, with slight provision made for the future, he would have been greatly relieved to know there was \$1,000 left for his loved ones in case anything

happened to himself. He made up his mind then, he said, that if ever he was in a position to employ others and to take care of them by providing a life insurance for the benefit of their heirs, he would do so.

Mr. McClure further stated that present conditions were more than healthy, and if anything like prosperity kept up, the insurance principal would be increased from year to year—the prosperity of each year to determine the increase.

## News Items from the United Typothetæ and Franklin Clubs of America.

Joseph A. Borden, secretary of the United Typothetæ and Franklin Clubs of America, who has been spending the past two months in the East in the interest of organization work, has returned to national headquarters.

F. W. Fillmore, cost accountant, who has been at national headquarters compiling the 1915 Composite Statement of Costs, is at present engaged in installing Standard cost systems in two of the large plants in Chicago.

Harry S. Stuff, western representative, is at present in Cincinnati in the interest of the creative selling plan for printers and advertisers being promoted by the national organization. Mr. Stuff addressed the convention of the Associated Advertising Clubs of the World at Philadelphia last month, and also spoke at the convention of the Tennessee Printers' Federation, held in Knoxville during the middle of June

The Thirtieth Annual Convention of the United Typothetæ and Franklin Clubs of America will be held at Atlantic City, September 12, 13 and 14, and will be one of the best ever held by the organization. Speakers of national prominence in printing and advertising circles will be on the program, which insures lively and educational topics of vital importance to the printing craft. Every printer owes it to himself and the printing business to attend this convention.

The Price-List Committee has prepared a booklet, entitled "Classification of Bindery Operations and Operation Numbers." This is a treatise on a system to compile records of various operations performed in the bindery. The booklet will be sent to printers who desire information on the subject. It will pay each individual well to investigate the system of collecting records of bindery production. Write the national headquarters, 550 Transportation building, Chicago, Illinois, for a copy of this booklet.

The Composite Statement of Cost for the year 1915, which is now being completed for publication and which will be issued within a very short time, shows an aggregate total pay-roll and general expense of \$8,750,000; for the year 1914 this aggregate amount was \$5,614,000, and for 1913, \$1,604,000. One can readily judge from these sums that many more Standard cost systems have been installed in various printing-plants since the year 1913, as these figures are collected from Standard cost-system users.

Prior to the convention of the Associated Advertising Clubs of the World at Philadelphia, in June, the United Typothetæ and Franklin Clubs of America, with the assistance of H. H. Cooke, chairman of the Graphic Arts Association, issued letters to the printers throughout the country, urging attendance at the convention, particularly the Graphic Arts Department. As a result of this effort, more than two hundred members of the United Typothetæ and Franklin Clubs of America were present, while heretofore there had been but a small fraction of that amount.

The Service Bureau has been quite busy during the past few months. The report for April, May and June shows that 583 lines of service were rendered the membership.

## The Paper-Supply House de Luxe.

When the new midtown main offices and warerooms of the Beekman Paper & Card Company, Inc., at 318 West Thirty-ninth street, just west of Eighth avenue, in the midst of the new graphic arts section of the city, were opened for business during the latter part of May, a great stride was made toward the realization of Max Greenebaum's long-cherished ambition to have the best, if not the biggest, paper-supply house in the East.

Entering the spacious offices on the main floor, one is immediately impressed by the magnificent scale on which it is evident everything has been done. There is a keen realization of the time, study, money and intelligent effort that were expended to produce the result.

The plan and physical features of this new building lend themselves readily to the production of artistic yet practical effects. The entire front of the main floor is devoted to the showroom and offices. These comprise a spacious, inviting reception lobby, occupying the entire depth of the offices, immediately adjoining which are the convenient and comprehensive sample-files and files of other relative

data. Next in order come the billing and accounting departments, with the executive and private offices taking up the rest of the one side. The quarters of the selling force, the purchasing, stenographical and mill-order departments occupy the other side. The entire office-furniture equipment is in mahogany, and a fine, artistic effect is produced by the use of a beautifully paneled partition, twelve feet high, which extends the entire width of the main floor and separates the offices from the stockroom for cardboards, writings and other flat papers, and envelopes.

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The ceiling of the main floor is eighteen feet high, giving an air of spaciousness, which, together with the excellent natural light, combines to make ideal conditions for showroom and offices.

The balance of the main floor, which extends 125 feet in the rear of the offices, is devoted to the stockroom for the many popular and diversified lines of cardboards, writings, cover-papers, envelopes, etc., which the company carries. Section after section of shelving, towering almost to the ceiling, is filled with stock. In the extreme rear of the main floor, for a distance of ten feet extending along its entire width, a skylight literally floods the place with light. Here are located the out-of-town mail-order departments which will be made most important features of the business.

A special interior stairway from the main floor leads to the lower level. Here is an unusually high and wellventilated stockroom which is only ten feet below the street level. Windows extending above the street level and along the entire width assure an abundance of light and air. Here the cases and bundles are stored, and here, also, are the well-equipped receiving and shipping departments and the cuttingroom. A chute from the sidewalk to the lower level for the speedy handling of cases and bundles is also a feature, as is also an interior electric elevator of large capacity which operates between the lower level and the main floor delivery department. To aid and further expedite the handling of outgoing shipments, a private runway is provided, making it possible for the motor trucks (of which there are two just recently purchased, each of twoton capacity) to back right up to the freight elevator. There is also an electric conveyor which will carry paper from the main floor, delivering direct to the shipping-tables on the lower level. This device will also be

used for conveying paper, etc., from the lower level to the main floor.

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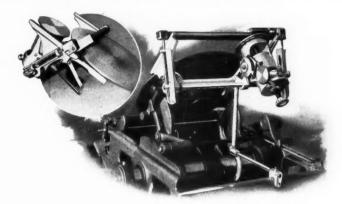
Passing through all the departments and noting the large stock and fine equipment, one is instinctively impressed with the excellent and efficient manner in which the entire establishment was planned and executed.

A most cordial invitation to visit and inspect the new establishment is extended by Mr. Greenebaum, not only to customers but to every one who may

The Force-feed .- With a can of ink set in place in the fountain, pressure from below forces the contents of the can up through the spout onto the distributor. This pressure is supplied by a screw-spindle serving as a jack, the motion of which can be regulated by adjusters. The regulation of the ink supply can be set before running a job, and when once properly set for a given run, is to be left alone. Only two screws are manipulated in setting

obviates the unpleasantness of handling ink, dispenses with the custom of throwing out unusued ink at the time of wash-up, keeps the stock of inks from exposure to dirt and air, and, through its cleanliness, incidentally saves type from the gradual wear from the grit of dirty ink.

3.- The simplicity of cleaning up saves time. Inasmuch as the inked surfaces of the mechanism are all exposed to the distributor, wash-up oc-



Showing the Bullis Ink Fountain and Distributor Attached to Press.

be interested, particularly to those from out of town, for whom special facilities are gladly provided for the receiving and sending of mail, etc.

The original establishment at 56 Beekman street, New York city, will still be maintained as the down-town branch, and with a private direct wire connecting both establishments, four outside truck lines and two largecapacity motor trucks, orders for all parts of the city and the metropolitan district will be expeditiously handled.

## The Bullis Ink Fountain and Distributor.

A novel mechanism of interest to platen pressmen is a combination ink fountain and distributor, invented and made by H. M. Bullis, of Milwaukee, Wisconsin. The unique feature of this device lies in the use of a forcefeed mechanism designed to give the supply of ink directly from the standard-sized cans in which ink is supplied to the trade. Spouts for cans of various sizes are made to fit snugly over the surface of the contents. These spouts are left in place in the cans. each can having its own spout, and the stock of inks is thus kept upon the ink-shelf, ready for insertion into the force-feed attachment on the press. When a can is not in use, the exposed end of the spout is kept covered by

the adjustment, giving about one hun- curs along with the cleaning of the dred and thirty gradations of supply, ranging to accommodate any size form of type, from a very small form up to the full capacity of the press. Dials indicate the positions of the regulators, and a little experience with the use of different inks on forms of various kinds soon teaches one the suitable positions at which to set the indicators.

The Distributor .- With the ink being fed out in minute quantities, the mechanism then proceeds to distribute it. A roller oscillates to and from a small rotating disk on the fountain to the upper area of the disk on the press, making two strokes per revolution of the press. This roller picks off the minute quantities of ink discharged from the spout, and carries these back and forth from one rotating disk to the other. In this way the ink is well worked out before the press disk carries it within reach of the press rollers. Two small auxiliary rollers may also be attached to the distributor for use with heavy inks or when a job requires an unusual discharge from the feed.

It is pointed out that the use of this fountain has the following advantages:

1.— The double distribution, first by the attachment and then by the press rollers, eliminates "fountain-marks."

2.- Confinement of ink to the can

press.

4.- Facility in changing inks and colors is an advantage incident to the use of the spouted cans and to the ease of wash-up.

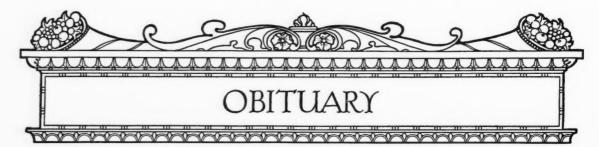
5.— The accuracy and definiteness in the adjustment of the ink supply does away with the usual guesswork in starting a fountain. The indicators once suitably set, further attention is saved.

6.- The use of ordinary cans of half-pound and one-pound sizes enables one to reduce and to mix inks on the premises, and in any desired quantity up to the capacity of the can used.

To sum up, cleanliness, economy in inks, saving in time, more evenly inked work, and a consequently increased and improved output seem to be the benefits which the device is designed to yield.

## George E. Finlay Finishes First Year at Carnegie Institute.

George E. Finlay, son of President Finlay, of the United Typothetæ and Franklin Clubs of America, has just finished with credit his first year in the printing department of the Carnegie Institute of Technology at Pittsburgh. Mr. Finlay is a graduate of Williston Seminary and is preparing to follow his father's footsteps in the printing business. He has taken up the school-work with great interest.



## Bernard H. W. von Zastrow.

Bernard H. W. von Zastrow, vicepresident of the Gugler Lithographic Company, of Milwaukee, Wisconsin, and one of the oldest lithographers in Milwaukee, died suddenly Wednesday morning, July 5, in the Wisconsin National Bank, whence he had gone to make a deposit for his company. Mr. von Zastrow was seventy-seven years of age. He learned his trade as a lithographer while a boy, and for many years had been identified with the Gugler Lithographic Company. In spite of his advanced age, he maintained an active interest in the affairs of the company. He was a veteran of the Civil War, having enlisted in the Twenty-fourth Regiment, Wisconsin Volunteers.

## John Franklin Streeter.

John Franklin Streeter, of Belvidere, Illinois, died Sunday evening, July 2, at his home, 114 East Lincoln avenue. Mr. Streeter was born in Newburg, Illinois, July 22, 1849, and as a boy went to Belvidere with his mother. For nineteen years he published a newspaper in Cambria, Wisconsin. Three years ago he returned to Belvidere, where he opened a printing-office. For the past eight years Mr. Streeter had been in declining health and failed rapidly for the last four months, being confined to his bed for the two weeks preceding his death.

## George Thompson.

The grim hand of death continues to reap its harvest among the veterans of our industry, and with the passing of each one we are made poorer. Among those recently taken from us is one who probably was the oldest printer in the United States, George Thompson, eighty-six years of age, who died in the Allegheny County Hospital of injuries received when struck by an automobile on July 4.

Mr. Thompson entered the composing-room of the old Pittsburgh Gazette as an apprentice during the late forties. In 1870, with the late Thomas Wright, he established the Mirror, and

later was employed in the composingrooms of various Pittsburgh news-

He was one of the most picturesque characters of Allegheny County, and was widely known because of his remarkable resemblance to the great steelmaster, Andrew Carnegie. He always wore a silk hat when upon the street.

At a Fourth of July celebration in the South Hills, Tuesday, Mr. Thompson was introduced as "Andrew Carnegie to a horde of school-children, and he lived up to the character by distributing boxes of candy and fireworks to the children. At the conclusion of this, one of the attendants at the celebration offered to take Mr. Thompson to his home in his automobile. But Mr. Thompson jocularly remarked that if he rode in an auto he might really be taken for Carnegie. So he rode off in a street car. It was while crossing the street to change cars that he met his death.

## Harry P. Myrick.

A brilliant career as a newspaper man was brought to a close on Saturday, July 1, when Harry P. Myrick, editor of the Wisconsin state printing board, departed from this life. While in ill health for more than a year, Mr. Myrick had held to his post, and with the exception of about three weeks had been active in the affairs of the printing board since his appointment last August, at which time the new board began its work.

Mr. Myrick was born in Pontiac, Michigan, August 27, 1857. He graduated from the University of Michigan in 1881. During his university course he was the correspondent of the Detroit Free Press, in this manner paying his college expenses. It was this work which changed his life plans. He had intended to take up the study of law after completing his letters and science course, and with this end in view had been doing work in the office of Judge Thomas Cooley, the distinguished Michigan jurist. But his success as a news writer brought

him many offers of employment as a reporter, and the immediate need for an income induced him to give up the thought of being a lawyer. In 1882 he was employed on the *Chicago Daily News*, and from there went to Milwaukee in April, 1883.

His successful career as managing editor of the Sentinel, and later as editor-in-chief and general manager of the Free Press, is a permanent part of the newspaper history of the State. He was for about twenty years the most influential editor of the State, in the sense of his judgment being so generally relied upon.

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## Maj. T. B. Heiston.

Maj. T. B. Heiston, for the past fifteen years an employee of the Government Printing Office, at Washington, D. C., died on Tuesday morning, July 4, at the age of seventy-five years. He was a native of Texas, where he resided until he went to Washington, and where he was well known as a writer of merit, having collaborated with Gen. Marcus Wright on stories of the Civil War. Major Heiston was a veteran of strenuous campaigns during the war, enlisting early and being engaged in many of the historic conflicts with which Texas was identified. He rose rapidly for gallantry, and finally became major on the staff of Gen. Charles Cooper.

# Edward L. Long.

Edward L. Long, a well-known printer of Pottsville, Pennsylvania, passed away on Wednesday, July 5, after an illness lasting over a period of ten months. Mr. Long was born in Pottsville on May 13, 1866. After attending the public schools he learned the printing-trade and, later, started in business for himself, continuing until the time of his death. He was actively identified with all movements for the betterment of the community in which he made his home, was an enthusiastic church and Sunday-school worker, and was always willing and eager to do anything for the uplift of

### T. R. Burnett.

T. R. Burnett, one of the pioneer printers of Texas, passed away Tuesday, June 27, at the age of seventyfour years, at his home in Dallas, where he had resided for more than thirty years. Mr. Burnett was a Civil War veteran, serving in Polignac's Brigade, Texas Cavalry. During the war he wrote a number of short stories and poems, which he published in book form under the title, "Confederate Rhymes," giving a volume to each surviving member of the brigade. He also published several other books, and was engaged in the printing and publishing business for many years. At the time of his death he was publishing Burnett's Budget, a monthly religious magazine.

### John Maley.

Another veteran has departed from our ranks in the person of John Maley, one of the oldest employees of the Government Printing Office, who died at the age of eighty-two years, on Tuesday, July 4. Mr. Maley, also, was a veteran of the Civil War, serving in the Fifteenth Massachusetts Regiment. For three months he was confined in a Southern prison. Prior to the war he learned the printing business in the office of the Worcester (Mass.) Spy, John Milton Earle, editor.

## Alfred Pye.

With profound sorrow we learn, as this issue goes to press, of the death of Alfred Pye, who for many years was closely identified with the work of The Inland Printer. For thirty years Mr. Pye was connected with the composing-room of The Henry O. Shepard Company, resigning his position as foreman of the publication department on April 24, 1913, in order to make his home among his grown children in San Francisco, California.

Mr. Pye became a contributor to the columns of The Inland Printer with the second issue of the first volume, and continued for a number of years, writing on various subjects, the most valuable from an educational point of view being a series of articles on "Hints to Apprentices." He also had charge of the "Specimen Review" department for a number of years.

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Mr. Pye was born on November 7, 1853, at London, England. At the age of fourteen he entered the printing-office of M. S. Rickerby, in London, as copyholder, and was apprenticed for seven years, receiving a thorough education in job and book work, and remaining in the same office until May,

1883, when with his wife and two small children he left for the United States, arriving in Chicago on May 21.

After his arrival in Chicago he worked for a few months in the job department of the Northwestern Lum-



Alfred Pve.

berman. He then started work with the firm of Shepard & Johnston - the predecessor of the present Shepard house - remaining for about a year and leaving to take charge of the composing-room of A. Zeese & Co.'s electrotype foundry. This position he resigned to take charge of the printing department of Marder, Luse & Co.'s typefoundry. He held this position for about two years, when the ninehour work-day strike took place and he resigned. When the strike was declared off he went to work for The Henry O. Shepard Company and remained with this company, having charge of the publication department from 1888 until the time of his resignation. While in charge of the book and job department of The Henry O. Shepard Company, Mr. Pye had supervision of the production of THE INLAND PRINTER in the composingroom. Upon his resignation, the company presented Mr. Pye with a handsome gold watch, appropriately inscribed, in recognition of his service.

Previous to his departure from Chicago, Mr. Pye was active in the affairs of Chicago Typographical Union, No. 16, for the last few years being chairman of the board of pension trustees, and upon his leaving the city a set of resolutions was drawn up by the officers and presented to him in appreciation of his services to the craft.

Mr. Pye passed away on Thursday,

July 20, in Alameda, California. He had been ailing for some time, and from letters received by friends it was evident he knew the end was not very far distant. A man whom to know was to love and honor, Mr. Pye had a wide circle of friends, and the news of his death was a great shock to all.

## Eugene Lane.

Eugene Lane, since 1881 identified with the local paper of Suncook, New Hampshire, as printer, editor and manager, passed away on July 15 at his home, after several weeks of severe suffering. Mr. Lane was born in Limerick, Maine, December 25, 1856, and was educated in the public schools and Limerick Academy. At the age of fifteen years he went to Augusta, Maine, and entered the Gospel Banner office to learn the printer's trade. He remained in this office six years, the last four years having entire charge of the whole printing establishment, which at that time was the largest Universalist denominational book-publishing house in the country. In 1881, Mr. Lane went to Suncook, and since that time has been identified with the local paper as printer, editor and manager. Besides conducting his own paper, he contributed to other papers in the State, and for several years was the agent of The Associated Press. Of late years, in view of failing health, he has been the only correspondent of the Suncook Press. He was appointed postmaster in June, 1898, for four years, and served sixteen years.

## OLD NEW YORK "JOURNAL" IN FILES OF WISCONSIN STATE HISTORICAL SOCIETY.

A file of *The New York Weekly Journal*, published by John Peter Zenger, from 1733 to 1750, constitutes a recent valuable addition to the newspaper collections of the Wisconsin State Historical Society at Madison. This is the fourth largest collection of the Zenger journals in the United States and it is the only one west of the Alleghenies.

John Peter Zenger is known as the "father of the freedom of the press," because in 1735 he was tried in a libel suit for publishing "false and malicious" statements against Governor Cosby of New York, who had removed from office Lewis Morris, the chief justice, for deciding against him in a suit about his salary. The acquittal of Zenger established the freedom of the press in North America, and wrought an important change in the law of libel.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge whatever attached to the service. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider con venient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privileges under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

All applications must be accompanied by stamped, self-addressed envelope. Answers to positions open appearing in this department should be addressed care of "The Inland Printer." They will then be forwarded to those represented by the key

#### Machinist-Operator.

(3481) Ten years' experience as linotype operator. Can deliver an average of five thousand ems an hour for eight hours. Also understands and has installed cost system. Desires position where the best product of the machine is demanded and paid for. Twenty-seven years of age. Married.

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## Linotype Operator.

(3482) Linotype operator desires position on straight matter, or as straight-matter hand compositor where the work is steady.

## Desires to Learn Advertising.

(3483) Young man, twenty-one years of age, a student of methods of advertising and selling, desires a position in the advertising department of some good concern where he can learn the business thoroughly.

## Compositor and Monotype Operator.

(3484) Job and ad. compositor and monotype operator (4,000 ems an hour) desires permanent situation. Capable of handling small shop. Anywhere in Middle West. Forty-two years of age. Union.

## Salesman and Estimator.

(3485) A man of wide experience in the printing field, having a thorough, practical knowledge of both the manufacturing and seling ends of the business, as well as doing considerable buying, is seeking an opening where this experience, coupled with earnest endeavor, will open the way for further advancement. Executive and administrative ability.

## Seeks Opportunity for Advancement.

(3486) A man who has been in charge of a plant consisting of five linotypes and bindery, and has had full charge of the work from beginning to the end, would like a position where he can advance himself. Prefers to be located around St. Louis, but will go anywhere if position is permanent. Thoroughly familiar with linotypes and with lino-tabler system. Capable of working on proof desk.

### Seeks Position in any Department of Newspaper or Printing Company.

(3487) Educated young man of integrity, full of ambition and energy, seeks position in any department of newspaper or printing company where there is a chance to learn everything in the line of newspaper or printing work. Has experience as circulation man and can show good results.

### Paper-Ruler.

(3488) Desires position in West or South. Twenty years' experience on the best grade of blank-book and loose-leaf ruling. Can estimate, and is capable of assuming charge of ruling department.

#### Bindery Foreman.

(3489) Practical all-around bindery foreman, twenty years' experience, would like to make change. Understands estimating, handling of help and most all bindery machinery, including folders, embossers, etc. Thoroughly understands ruling, forwarding and finishing, and is familiar with loose-leaf work.

#### Interest in Printing-Plant for Sale.

(3490) A good opportunity is offered to purchase one-third interest in a printing-plant located in Idaho. Consists of linotype, cylinder and two new job presses, stitcher, perforator, and all kinds of type. Printing two weeklies for outside parties, and has, in all, six publications. Plant invoices about \$7,000, with about \$2,000 indebtedness. Will sell or trade for weekly paper in the Northwest.

### All-Around Printer

(3491) Thoroughly familiar with composition, Gordon-press work, all makes of cylinder presses, also folders, stitchers, cutters, etc. Capable of handling help, and as a workman can make good in any department. Would consider a position of responsibility, such as manager, superintendent, assistant superintendent or foreman, according to size of plant. Experienced in buying stock, inks, etc. Three years in charge of stockroom, bindery and Gordon presses; two years as foreman; past two years as editor and manager of publishing concern. Is anxious to locate in a city where modern conveniences are at hand.

## Linotype Machinist.

(3492) Experienced linotype machinist of both scholarly and business-like qualifications is seeking an opening in an office of the first magnitude. Will consider a foremanship, or may invest in an exceptionally good proposition. Habits and references the best.

## Pressman

(3493) Seventeen years' experience on all makes of web machines and especially expert in operating 12-page Duplex flat-bed presses. Can furnish best of references as to character and ability. Will consider only a permanent position. Prefers Montana'or west coast States, but will go anywhere. Married.

## Photoengraver.

(3494) Photoengraver with sixteen years' experience, specializing at the finishing branch but well versed in other branches also, is seeking a position with a firm desiring a man of experience and integrity to either represent to the trade or superintend. North central States preferred.

## Opening for Partner.

(3495) Owner of established job-printing, rubber-stamp, badge, seal and stencil business in California is seeking a good man as a partner. Good opportunity to secure interest in a long-established and paying business at once at a reasonable price.

### Linotype Machinist-Operator of Exceptional Experience and Ability.

(3496) Linotype machinist-operator of exceptional experience and ability, graduate of school of advertising and writer of a number of technical articles for trade journals, as well as several books on linotype work, is seeking an opening where his ability and experience can be used to advantage and will offer opportunity for further advancement. Prefers Boston or New York, but will go anywhere if opportunity is offered. Highest references as to character, etc.

#### Printing Salesman and Advertising Man.

(3497) Experienced, high-class printing salesman and advertising man, qualified to handle anything in the newspaper or job-printing business, desires connection with first-class growing concern where conservative judgment, combined with pleasing personality and ability to do things, will be of use. Sixteen years' experience as all-around country printer, cylinder and platen pressman, catalogue hand compositor, accomplished photographer and photoengraver, familiar with all methods of reproductive illustration processes, also considered an expert linotype operator and machinist. Prefers Middle West, but will go anywhere for right kind of opening. Would consider superintending good plant. Best references.

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#### Working Foreman.

(3498) A man with twenty years' experience in the printing business and familiar with modern methods used in producing high-grade letterpress work, seeks position in good-sized southern city with first-class, growing firm. Ten years as foreman of medium-sized shops. Knows stonework, specialist on job and adcomposition, and general commercial work. Familiar with layouts for linotype. Temperate and trustworthy.

## Linotype Operator.

(3499) Painstaking and ambitious man, high-school graduate, desires position in newspaper or book office where a beginner on the linotype would be given an opportunity to develop speed. Can set from 2,000 to 3,000 ems an hour. Can make changes and attend to ordinary adjustments on No. 1 and No. 5 machines. Five years in newspaper office as hand compositor, assistant make-up, proofreader, copy editor, etc. Would work for small salary to start if opportunity for advancement is offered, or, if preferred, would work on piece work. Prefers position around New York city or anywhere in New England States.

## Linotype Operator.

(3500) Thirteen years' experience at the printing-trade. Has worked at the case in both job and make-up departments, and on presses, and has ability to do good work. For six months had the care of a Model K linotype and can set 2,500 to 3,000 ems an hour with clean proofs and keep machine in good order. Prefers linotype work, but would be willing to help with other work. Twenty-nine years of age.

## Opening for All-Around Utility Man.

(3501) A printer in the Northwest desires to make connections with an all-around utility man to assist him in running a small but upto-date job-office. Wages, \$24 a week. Union. Good, progressive city of 10,000, with delightful climate and high citizenship.

## Opening for First-Class Bindery Foreman.

(3502) A good opportunity is open for a first-class bindery foreman having all-around experience. Plant located in Ohio. Full particulars must be given in first letter.

# THE INLAND PRINTER | WANT ADVERTISEMENTS

A. H. McQuilkin, Editor

Published monthly by

# THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

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AUGUST, 1916.

No. 5

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

#### SUBSCRIPTION RATES

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars: to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertisers research.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

## FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England. RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. Wimble & Co., 87 Clarence street, Sydney, N. S. W.

G. Hedeler, Nürnbergerstrasse 18, Leipsic, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAFEEN, 3 rue Villa Hermosa, Brussels, Belgium.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

Indestructible

Prices for this department: 40 cents per line; minimum charge, 80 cents. Under "Situations Wanted," 25 cents per line; minimum charge, 50 cents. Count ten words to the line. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the fitteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printer free to classified advertisers.

## BUSINESS OPPORTUNITIES.

WE CAN SELL YOUR MACHINERY — For 18 years we have been successful agents for established manufacturers of printing-presses and allied machinery; our present added facilities and efficiency place us in a favorable position to also handle your machinery, as sole agents, or within a specified territory. GIBBS-BROWER CO., 261 Broadway, New York city.

PARTNER WANTED by present owners of leading printing, binding, publishing and office-supply company of Western State, with a few thousand dollars in capital and experience in directory business, or as advertising salesman; must make good on salary before becoming interested. G 185.

WEEKLY NEWSPAPER AND JOB PLANT in good Oregon town, rich agricultural section; clearing nearly \$2,000 yearly; healthful climate; hunting, fishing, etc.; price \$1,200; \$800 cash, balance on time. G 187.

FOR SALE—Half-interest or all of one of the best and most up-to-date printing-plants in East Tennessee; 1 linotype machine, 1 cyl-inder, 4 jobbers, ruling-machine equipment. G 184.

WANTED — Practical printer, capable of taking charge of modern shop in a growing Idaho city; must have some money to invest if position proves mutually satisfactory. G 157.

PRINTING-PLANT FOR SALE, in the heart of a fine manufacturing district in Chicago; well equipped for commercial work; \$1,500 on time, or can make good cash price. G 191.

FOR SALE — A \$5,000 office; will sell at a big discount for cash on account of health; these are facts which we can prove to you. G 159.

FOR SALE — A job-printing business, established 20 years, in county-seat of 20,000 of Indiana; \$3,500; reason — age of owner. G 130.

## ENGRAVING METHODS.

ANYRODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, \$1. Circular and specimens for stamp. THOS. M. DAY, Box 1, Windfall, Ind.

ANY PRINTER who can take a snap-shot can make half-tone cuts by the Canfield Method of Photoengraving. Have you a camera? Particulars and specimens, two stamps. H. CANFIELD, 153A Maplewood av., Germantown, Philadelphia.

## FOR SALE.

FOR SALE—Two zinc grainers, 36 by 57 and 32 by 57 inches; one varnishing machine, 25 by 50 inches (may be altered to take up to 28 by 50) and one "Shniedewend Reliance Midget" engravers' proofpress with platen 14½ by 18½; this press is in the very best of condition, equal to new in every respect. Best cash offer takes them. GILBERT, HARRIS & CO., 416 N. Laramie ave., Chicago.

FOR SALE — Model 90 Dexter job folder, folds from 12 by 16 to 32 by 44; 4, 8, 16, 24, 32 pages in right angles; 16, 24, 32 parallel in gangs of 2 or more up; has head perforators, also first-fold paster. This machine is in first-class condition and will be sold at a bargain for cash. CASLON PRESS, 3101 Monroe st., Toledo, Ohio.

FOR SALE—Two Cross continuous automatic press-feeders; will handle 40 by 52 inch sheet; arranged for Miehle, Optimus or any standard press; also Cross folder-feeders for 48-inch and also for 62-inch; good working order or will rebuild if desired; bargains. DOD-SON PRINTERS SUPPLY CO., Atlanta, Ga.

FOR SALE—Platen yard-stick printing-press; size of chase, 15 by 38; weight, 4,500 lbs.; in good condition for wood printing; also fine stock of imported and domestic calendar backs, stock runs from 200 to 3,000 each design; good, salable goods; cheap. GEO. R. WOOD-RUFF, Ravenna, Ohio.

FOR SALE — Dexter automatic press-feeders for 65-inch press, also 62-inch press of any standard make; also Dexter folder-feeder to handle 32 by 44 inch sheet; also bargains in Dexter and Brown folders, thoroughly rebuilt and guaranteed. DODSON PRINTERS SUPPLY CO., Atlanta, Ga.

# DISSOLVED RELIEF OVERLAYS

FOR HALFTONE PRINTING

Non-Shrinkable

Reliable

All Progressive Printers investigate. Shopright nable. Send for sample and terms



121 Oklahoma Avenue Milwaukee, Wisconsin

FOR SALE — A Chambers folder as good as new, taking a sheet 38 by 50 down to 22 by 32, folding to 12, 16, 24 or 32 pages, and pasting 16 and 32 pages; for sale very cheap; this is a bargain. PITTSBURGH PRINTING CO., Pittsburgh, Pa.

FOR SALE—One No. 2 Miehle press, size of bed 36 by 50, 4 rollers, all extras; also Universal and 10 by 15 Chandler & Price presses; all machines in good shape. Apply THE SCHARF TAG & LABEL CO., Ypsilanti, Mich.

REBUILT PRESSES, capacity of all sizes of newspaper and job work write me your requirements, and I will furnish illustrations and details that will interest you. C. FRANK BOUGHTON, 17-23 Rose st., New York city.

FOR SALE—Colt's Armory press, 14½ by 22; used very little, in excellent condition; going out of the printing business; will sacrifice for quick cash sale. WM. SCHOTTEN COFFEE COMPANY, St. Louis, Mo.

GOLDING PRESSES — 8 by 12, 19 by 15, 12 by 18, and 15 by 21; they are practically new in condition and appearance: also all sizes cylinder presses; send for list. PRESTON, 49A Purchase, Boston.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order JOSEPH E. SMYTH, 638 Federal st., Chicago.

FOR SALE — Make an offer on about 2,500 lbs. of 10-pt. mailing type. nearly new, and 90 galleys, whole or in part. DIEDERICH-SCHAEFER CO., Milwaukee, Wis.

FOR SALE — 8-page Campbell newspaper press, with complete stereo-type outfit; good condition; cheap. LAKE COUNTY PRINTING & PUB. CO., Hammond, Ind.

FOR SALE — A five horse-power gas engine, with tank and all equipment attached; also a Hickok No. 675 ruling machine; both second-hand. E 163.

MONOTYPES FOR SALE — Two keyboards, two casters, one equipped for eighteen-point composition. JOHN J. SMITH, 732 Federal st.,

WHITLOCK TWO-REVOLUTION PRESS, size of bed 29 by 42, 4-roller; a big bargain. PRESTON, 49A Purchase, Boston.

FOR SALE—ONE TWIN ARC NORTHERN LIGHT, 14,000 c.-p.; \$35 takes it. H. S. MeDONALD, Brooklyn, Iowa.

OR SALE — Large number of INLAND PRINTERS and AMERICAN PRINTERS. W. S. S. BUCK, Randolph, Vt.

#### HELP WANTED.

#### Ali-Around Men.

ALL-AROUND JOB PRINTER WANTED in growing city of 10,000 in Northwest; exclusive job office; union; \$24 per week. G 197.

## Artists.

WANTED — Ben Day man; one who is also first-class commercial artist; send samples of work and state salary expected in first letter. CAPPER ENGRAVING CO., Topeka, Kan.

# Composing-Room.

MACHINIST-OPERATOR — Man to take charge of 5 linotypes and 2 monotypes; must be high-class machinist and capable of instructing green operators and handling composition efficiently and economically: location, town of 15,000 in Central Western State; non-union. G 106.

WANTED — A live-wire commercial and catalogue compositor in plant with A-1 working conditions; model city of 12,000; a good place to bring your family; man must be morally clean; references required; give full details in first letter. G 186.

## Instructors.

AN UNUSUAL OPPORTUNITY for a young man between 27 and 35 years of age, with excellent education and training, who has had good experience in all-around, well-organized printing-plants, and also who has had experience in editorial work in connection with technical journals or other magazines, catalogue-editing, advertising or proofreading, to act as instructor of THE ART AND TECHNOLOGY OF PRINT-ING in an important Eastern technical school (the practical instruction in composition and presswork is given by other teachers); very good salary to right man. Apply, stating age and nationality, and describing in detail training and experience, to Frederick W. Hamilton, National Apprentice Directory, U. T. & F. C. of A., 2 Park square, Boston, Mass.

## Managers and Superintendents.

COMPOSING-ROOM FOREMAN — Man to handle output of 5 linotypes and 2 monotypes efficiently and economically, also to instruct green help; location — town of 15,000 in Central Western State; non-union.

WANTED — Experienced foreman for job composing-room in Middle West; up-to-date union plant handling county and book work; applicants must state experience and give references with reply. G 182.

WANTED—By a large printing establishment in New York city, a man to install and manage a Service Department that will bridge the gap between the factory and the customer; to aid in perfecting sales, assisting with ideas for design, style of composition, colors and quality of presswork, fitness of engravings, and sometimes text for catalogues, books and sales literature; who will represent the customer's interests after the salesman has closed the order; who will see that jobs are out on time, made as sold, and work with the manufacturing departments to perfect the quality of work and to please the customer and hold him. He must know good printing and how to produce it; he must be able to plan selling schemes for the salesmen and when occasion demands it should go out with the salesman to talk over prospective business with the customer. G 193.

#### Salesmen

SALESMAN WANTED—Large printing-house, in New York city, desires an additional salesman; a man of experience, with ability to sell high-grade catalogues and booklets; a man who knows good printing and can assist a customer with plans and suggestions; who, with the backing that will be given him, will make himself worth not less than \$5,000 per year. G 194.

OLD-ESTABLISHED eastern ink and color house requires the services of a first-class representative immediately to cover Pennsylvania, Ohio, Maryland, Michigan, Canada, and part of the State of New York; good permanent position for a first-class man who can show results. G 181.

WANTED—A first-class salesman for printing, etc.; must be a man of experience and good address, clean in habits, and one who can estimate and meet the trade effectively, both in the office and on the street; young man preferred; references required; state salary. G 180.

#### INSTRUCTION.

LINOTYPE INSTRUCTION — 18 Mergenthalers; evenings, \$5 weekly; day course, 6 to 9 hours, 12 weeks, \$80; six months' course, \$150; 9 years of constant improvement; every possible advantage; opportunity for printers to earn on tuition; call or write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133-135-137 East 16th st., New York city.

#### MISCELLANEOUS.

BOOKBINDING COUNSELLOR AND ENGINEER - Binderies systematically arranged; information and advice concerning new equipment, suggestions for organization and cost-finding; constructive criticism. JOHN J. PLEGER, author of "Bookbinding and Its Auxiliary Branches," "Some Inconsistencies in Bookbinding," "Some Incongruities in Binding Styles," care Inland Printer, Chicago.

PERSON'S LOGOTYPES are displacing machine composition; investigate before buying a machine; 15 cents per pound allowed for old type. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

## SITUATIONS WANTED.

## All-Around Men.

AN OPENING for a young man about 35 years old with a good general knowledge of the printing business; have had about 18 years' experience, about 7 of which were spent in the mechanical departments, the balance in the office — both inside and outside work; can furnish any references necessary. G 200.

## Bindery.

SITUATION WANTED by man with about ten years' experience in bindery work; capable of taking charge of bindery; has had charge of binderies three years; good references; first-class on folders and cutters; can do some ruling; would accept a position on folders or cutters and general bindery work. DAVID HELM, 23 19th st.,

BOOKBINDER — First-class finisher, stamper, forwarder, marbler and gilder wants position; loose-leaf, blank-books and edition. G 1.

## Composing-Room.

LINOTYPE MACHINIST of 20 years' experience will consider steady proposition; at present employed as sub.; not enough work reason for change; can handle any size and class plant; absolute satisfaction guaranteed; strictly temperate in habits; thoroughly reliable; married; union. G 198.

NEWSPAPER FOREMAN — Situation wanted as composing-room foreman; thorough printer, make-up, executive; young man; will go any place. G 104.

LADY COMPOSITOR, with 12 years' experience on job and book work, expert on stone, desires to change location. G 196.

Megill's Patent SPRING TONGUE GAUGE PINS



**OUICK ON** Send for booklet this and other styles

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only

E. L. MEGILL, Pat. and Mfr. NEW YORK 60 Duane Street From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES VISE GRIP

Send for booklet this and other styles.

### Managers and Superintendents.

BOOKBINDERS: Experienced edition bindery superintendent and manager wants position where ability, conscientious effort and loyalty reappreciated; practical in every detail of the business; capable executive in managing help and systematic handling of large editions of cloth, leather and pamphlet work; fifteen years' experience in large edition binderies; experienced in organizing and fitting up new plants and moving old ones; has highest reference. G 188.

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#### Pressroom.

PRESSROOM FOREMAN, on highest-grade half-tone, catalogue, book-let, embossing and commercial work, a thoroughly competent me-chanic and executive, would accept foremanship of medium or large pressroom anywhere; non-union; best references and best results guaranteed. G 192.

CYLINDER PRESSMAN WANTS STEADY POSITION in Chicago shop; fifteen years' experience on best grade of work; four years' experience as foreman; at present employed nights, but seeks day position. G 190.

PRESSMAN, reliable on cylinders and jobbers in half-tone, commercial and color work, wishes permanent position; married; union. G 938.

POSITION WANTED by a first-class cylinder pressman out of the city; can furnish good reference; union. G 933.

#### Proofroom.

PROOFREADER — University graduate; 8 years' practical experience; translations from or into Spanish, German, French and Italian; union; would consider change of position September 1, or later; scientific or literary publications preferred. G 189.

## Stock Men.

STOCK MAN, with fifteen years' experience, desires a position; references furnished. G 195.

#### WANTED TO PURCHASE.

WANTED — NOVELTIES for advertising purposes; send samples and prices to THE CULVER PRESS, Summit, N. J.

THE F. C. DAMM CO., 701 S. La Salle st., Chicago, pays cash for used linotype machines.

#### BUSINESS DIRECTORY.

## Advertising Blotters

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus,

## Brass-Type Founders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

# Bronzing Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

## Calendar-Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes 109 sizes and styles of calendar-pads for 1917; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

## Carbon Black.

CABOT, GODFREY L .- See advertisement.

## Casemaking and Embossing.

SHEPARD, THE HENRY O., COMPANY, 632 Sherman st., Chicago. Write for estimates.

## Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric-welded silver-gloss steel chases. Chicago, New York, Washington, D. C., St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.

KEYSTONE TYPE FOUNDRY — Paragon Steel riveted-brazed chases for all printing purposes. See Typefounders.

# Copper and Zinc Prepared for Half-Tone and Zinc Etching.

THE AMERICAN STEEL & COPPER PLATE CO., 101-111 Fairmount av., Jersey City, N. J.; 116 Nassau st., New York city; 610 Federal st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

## Counting Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY - See Typefounders

# Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing. stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

#### **Embossing Composition.**

STEWART'S EMBOSSING BOARD—Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

## Embossing Dies and Stamping Dies.

CHARLES WAGENFÖHR, Sr., 140 West Broadway, New York. Dies and stamps for printers, lithographers and binders.

## Embossing Machines, Roller.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

## Gold Stamping and Embossing.

DEUSS, WILLIAM, & CO., 314 W. Superior st., Chicago. Index tabs and leather labels our specialty.

### Hot-Die Embossing.

GOLDING MFG. CO., Franklin, Mass. Our Hot Embosser facilitates embossing on any job press; prices, \$34 to \$77.

#### Job Printing-Presses.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

KEYSTONE TYPE FOUNDRY - See Typefounders

GOLDING MFG. CO., Franklin, Mass., Golding and Pearl.

#### Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Ele equipment for printing-presses and allied machines a specialty. Electric

#### Numbering Machines.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

KEYSTONE TYPE FOUNDRY - See Typefounders.

## Paper-Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown & Carver and Ontario.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

KEYSTONE TYPE FOUNDRY - See Typefounders.

GOLDING MFG. CO., Franklin, Mass., Golding and Pearl,

## Paper-Macerating Machine and Card Local Ticket Machinery.

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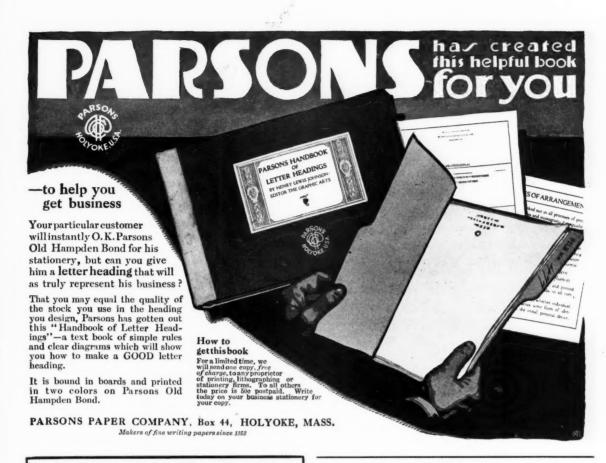
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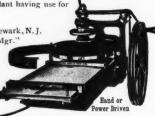
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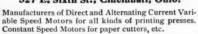
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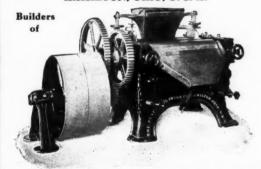
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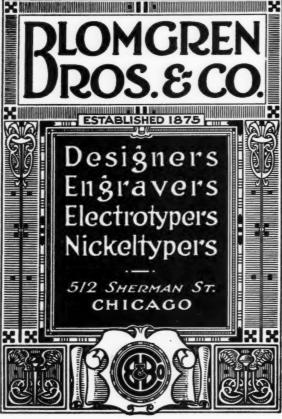


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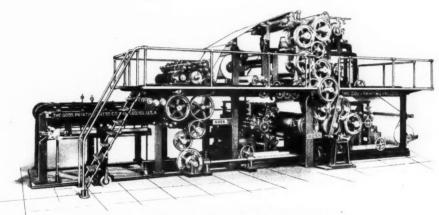
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Deutscher Buch- und Steindrucker 709	Megill, Edw. L 704	Type-Hi Mfg. Co
	Meisel Press Mfg. Co 601	Type-III Dilg. Committee in the committe
	Mergenthaler Linotype CoCover	Ittlean Dhilanti Co
Dexter, C. H., & Sons	Miehle Printing Press & Mfg. Co 585	Ullman-Philpott Co 60
Dexter Folder Co 579	Miller Saw-Trimmer Co	Ullman, Sigmund, CoCove
Dick, Rev. Robt., Estate 707	Mittag & Volger	United Printing Machinery Co 59
Dinse, Page & Co 607		Universal Fixture Corporation 71
Dorman, J. F. W., Co 712	Monitor Controller Co 713	
Durant, W. N., Co 710		Wagner Mfg. Co 71:
	Nashua Gummed & Coated Paper Co 590	Want Advertisements 703
Emboso Sales Co 597	National Lithographer 709	Wesche, B. A., Electric Co 71:
Embossograph Process Co	National Machine Co 595	Western States Envelope Co 713
	New Era Press 711	Westinghouse Electric & Mfg. Co 600
Franklin Co	New York Printing Machinery Co 710	Weston, Byron, Co
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